

11-21-61

2042043139

PR PLAN GUIDELINES

INTRODUCTION

- o A general overview of the public relations goals as they pertain to the event(s).
- o No more than two paragraphs.

OBJECTIVES

- o Briefly state the main objectives you have for publicity as they relate to the overall event sponsorship and brand objectives.
- o Check that you have not included in this area specific "strategies" you have developed to achieve your objectives.
- o Present no more than four objectives, presented in bullet form.

STRATEGIES

- o State what specific tactics you propose to accomplish your objectives. This includes creative ideas for publicizing the event, including the event(s) location, participants. It also may include use of the event city's resources such as landmark's, tourist attractions, local celebrities or other events happening at the same time.
- o Present strategies in bullet form.

PRESS RELEASES AND TOPICS

- o Identify release dates and subjects for all mailings including press releases, media alerts, teasers, media credential application forms and fact sheets.

POTENTIAL STORY ANGLES

- o Present creative, innovative story ideas to maximize all elements of the event that have publicity value. Include story angles to appeal a broad range of media departments, including lifestyle, sports, food, business, fashion and money sections.
- o Ideas should vary to ideally receive maximum coverage in all media outlets.
- o This list should be as long as however many ideas you have. Also presented in bullet form.

CREATIVE PROMOTIONS/ANCILLARY EVENTS

- o This section should include publicity-driven promotions, photo opportunities, tie-ins to KGF events or products.

MEDIA DAYS

- o Make a recommendation for media day personalities; your first, second and third choice dates; and a suggested schedule of media interviews and personal appearances.

ESTIMATED BUDGET

- o Each contract agreement has an expense cap. This cap serves as the maximum allowable to be spent on **all** costs incurred throughout the entire length of the agreement -- not just the event dates. Be sure to include a line item for all event-related and day-to-day expenses.
- o Unless specifically negotiated, Philip Morris does not pay agency mark up charges.
- o The budget should be presented in bullet form. However, a brief explanation when necessary should accompany the item where needed. *Examples:* Media Center Equipment; Professional Services; Rental Equipment are all line items that need a more detailed description.

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LOGISTICS

- o Identify operational requirements and arrangements for food and beverage and equipment rental and installation, including pipe and drape, climate control, telephone, fax, copiers, etc.

TIMELINE

- o In a clear, readable calendar format all potential mailings, status reports, media days, ancillary events and major meetings should be outlined in a timeline.

SAMPLES

- o Any visual samples or pertinent articles should be included that accompany the creative story or promotion ideas sections of the plan. A sample postcard, fabric, photo of a location for an ancillary event or article on a local specialist that helps Philip Morris to better visualize your concept should be included in the back of the plan.

2042043142

**Press Release
Approval Form**

2042043143

Press Release/Approval

Date:

Issued By:

Written By:

Promotion:

Release to Publicize:

Release to Be Released To:

Date of Release:

APPROVALS

PR MANAGER _____

EVENT MANAGER _____

GROUP MANAGER _____

DIRECTOR _____

VP (If a major release/or new program
release) _____

2042043144

Press Release/Approval

Date: February 2, 1993

Issued By: Emily Bruce

Written By: Cohn & Wolfe

Promotion: Marlboro Racing

Release to Publicize: New Driver for Marlboro Racing Team
Penske

Release to Be Released To: Local, Regional & National
Sports Media

Date of Release: February 7, 1993

APPROVALS

PR MANAGER _____

EVENT MANAGER _____

GROUP MANAGER _____

DIRECTOR _____

VP (If a major release/or new program
release) _____

2042043145

Wrap Up Reports

2042043146

**On-Road
Consultants**

2042043147

On-Road Consultants Wrap-Up Reports

Components

- Introduction
 - Name of event
 - Dates
 - General Overview
- Advance publicity
 - Interviews
 - Ancillary functions
- During Event Publicity
 - Interviews
 - Functions
- Protest Activity
- Media Center Evaluation
 - Location
 - Equipment
 - Food
 - Interview area
- Media Seating
- Affiliate Evaluation
- Other Sponsor Activities
- Recommendations

2042043148



RECEIVED
JAN 26 1993
NANCY ZIMBALIST

TO: Distribution
FROM: Janine Goldberg
RE: Virginia Slims of Philadelphia Wrap-Up
DATE: January 10, 1993

INTRODUCTION

The \$350,000 Virginia Slims of Philadelphia was held at the Civic Center November 9-15, 1992. Attendance for the week totaled slightly more than 45,000 people, an increase over last year, but not up to where it should be based on the terrific field we had.

This year's tournament featured some of the best players, including Steffi Graf, Gabriela Sabatini, Jennifer Capriati and Arantxa Sanchez Vicario. Mary Joe Fernandez pulled out close to the event. Sunday's final featured Arantxa and Steffi, with Steffi winning.

With one year under her belt, Rebecca Ayars better understood what the tennis world is all about and how to best service all. The amount of publicity generated this year increased from last year and she had a terrific "name value" field to work with. With the announcement that Philadelphia will become a \$750,000 event in 1993, it will only get better in the future.

ADVANCE PUBLICITY

Media Luncheon

A "Media Fast Serve and Luncheon" was held on September 17 in front of the Rittenhouse Hotel, the official hotel for the tournament. A miniature tennis court was created and Rebecca secured two media personalities to participate in doubles. IMG secured two amateurs to pair with the media. All four players wore the old-fashion costumes from the Tennis Hall of Fame in Newport and they used the wooden racquets. Barbara Perry was on hand to fulfill interview requests and to talk about the Top 10 entries into the tournament.

From a publicity standpoint the event was a success. Rebecca responded to requests from three television stations as well as the local newspapers. Barbara Perry was able to talk to all the media.

IMG was responsible for laying down the court and hanging the banners.

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Draw

Once again, we were faced with the age old dilemma about what to do without a player to do the draw. We were going to ask Lisa Raymond, the local wild card, but she was not going to be in town. IMG and Rebecca came up with the idea to get a professional athlete from another sport in Philadelphia to conduct the draw at Ovations.

We ended up having Mike Golic of the Philadelphia Eagles as the guest of honor, joined by Arantxa Sanchez Vicario. Miniature footballs were used and both athletes were cooperative and did several interviews that day.

I think we should continue with this theme in other markets where they still want to do a formal draw and where it is difficult to get a top player to come in. Arantxa was not a planned attendee.

Advance Interviews

We were able to obtain some important advance interviews for Rebecca. The biggest one that we missed was with the Philadelphia Inquirer. Diane Puchin wanted to do a cover story on Jennifer Capriati, but Jennifer (through her agent, John Evert) was not willing to do the phoner. Following are the highlight advance interviews.

Mary Joe Fernandez: Philadelphia Inquirer Magazine (phoner)

Lori McNeil: Philadelphia Tribune (phoner)

Zina Garrison: Philadelphia Tribune (phoner)

Arantxa Sanchez Vicario: Times Herald (phoner)
Delaware County Daily Times (phoner)
La Actualidad (phoner)

Steffi Graf: Philadelphia Inquirer (participated in conference call
scheduled for the Championships)

Kathy Jordan: Main Line Magazine (phoner)
Times Herald (phoner)
Daily News (phoner)

Daily News: "players favorites" ran in the food section

Player Kick-Off Party

Rebecca generated some good publicity at the Sunday evening cocktail party held at the Rittenhouse Hotel to welcome the players. Mayor Ed Rendell was on hand to give Barbara Perry a proclamation. A few media outlets got either a photo or a brief interview with the top players that attended including Steffi Graf, Jennifer Capriati and Arantxa Sanchez Vicario.

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TOURNAMENT PUBLICITY

It seemed like a whirlwind of mini-events took place tournament week which gave us additional publicity opportunities. Some requests we were unable to fulfill due to players' schedules, but I felt that we facilitated a large number of the requests effectively.

Following are some highlights from the week. All were requests from the outlet.

Mark McCormack: Interviews with the Daily News and the Inquirer Business sections.

Gabriela Sabatini: "Where Eagles Dare" show. Philadelphia Eagles star Byron Evans gave Gabriela a lesson in intimidation while she gave him a lesson at the net. The AP photographer was there and placed a photo for the next day. The meeting was staged on the practice court.

Lori McNeil and Zina Garrison: Johnny Sample Show. The radio program was broadcast on-site during one evening. This was arranged by Kraft.

Lisa Raymond: Request by KYW TV

WPST AM: Promoter arranged for them to broadcast their show from the site on Nov. 12.

Albert Nipon

Albert Nipon picked the best-dressed fan on Saturday evening during the semifinals. Rebecca secured a placement with a columnist in the Philadelphia Inquirer from quotes she obtained from the winner that evening. The AP photographer was there to get a photo as well, as was Fred Mullane.

Arthur Ashe Night

With short notice, the tournament hosted an Arthur Ashe Night on November 10th. Arthur was present for a cocktail party held at the University Museum and the tournament then presented him with a special award on court. Arthur was very cooperative in doing interviews in advance as well as that evening. With more preparation time next year, we should be able to host a bigger social event which will create more publicity opportunities and raise money for Arthur's foundation.

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IMG Party

IMG hosted a small cocktail party on site on November 13 to announce the opening of the Philadelphia office. Mark McCormack was there and did a couple of interviews that Rebecca arranged.

Art Museum Benefit

This event was held on Nov. 11 on site. We secured Brenda Schultz to assist during the Fast Serve contest. Eric Lindros and some of his Philadelphia Flyers teammates came to participate in the contest, which gave us a great photo opportunity. Several items ran the following days, highlighting Lindros' appearance at the tournament. The benefit raised \$45,000 for the museum and close to 500 people attended.

Soft Pretzel Factory

Rennae Stubbs and Shaun Stafford went to the Soft Pretzel Factory for a hands on tour (arranged by Rebecca) of the premises. They made pretzels to bring back to the tournament. WPVI TV requested to come along on the visit and Rennae and Shaun fulfilled the interview request.

Sporting Events

Steffi Graf attended both the Eagles and Flyers games during the week. We arranged for her tickets to the Flyers game, so Rebecca tipped off the media as to where she would be sitting. As a result, several outlets requested interviews with Steffi and at the very least, they showed her at the game.

Dondre Whitfield

Dick Dell, Gabriela Sabatini's agent, asked that we handle a meeting between Dondre Whitfield, a star of the soap operan "All My Children" and Gabriela. We arranged for them to have lunch in the player's lounge after her first match. Rebecca placed an item on this in the Daily News and Fred Mullane took some photos.

All of these smaller ancillary events happening tournament week gave us good opportunities to create column items and off-sports placements.

Fred Mullane attended most of the events and was able to get some good photos. The AP photographer was also actively pursuing any off-sports shots. These are the type of photos that we should see being placed by us locally first as soon as they happen and subsequently fed nationally.

2042043152

DEMONSTRATION

We had a handful of demonstrators protesting outside of the Civic Center on Sunday. Sheila Banks-McKenzie was in Philadelphia to handle all interview requests.

MEDIA CENTER LOGISTICS

We were located in the Oak Room once again at the Civic Center. It is great being in a room with ample space for all the tables, supplies, beverages, coat rack and interview room all in one area.

Interview Room

The interview room is located in the back of the media center with pipe and drape creating the divider. It is a spacious room with all the necessary equipment. Most importantly, it is extremely convenient for it to be located in the same space where the writers are working.

Media Seats

We had 25 seats along press row, located on the baseline. We had six phones in this area for outgoing calls only. IMG also gave us other tickets for extra media and guests who came throughout the week. The behind the baseline seats should NEVER be taken away as media seats.

Catering

The media ate at the Courtside Club again this year. It is a nice place to dine, but the service can be very slow. Next year it needs to be stressed that the media need to get in and out quickly to avoid missing an important match or so that they can meet their deadline without unnecessary rushing. Rebecca feels that we can cut the budget again next year and I agree. The menu does not need to be as lush. We did cut out feeding any of the extras that we might have last year.

Equipment

The copier and fax we had seemed to be adequate. So adequate, in fact, that every faction of the tournament wanted to use them. We soon put a stop to that when we let them know that there would be a charge per copy. Soon they all found other places to make the photocopies.

The walkie talkies did not always work, however, which caused major frustrations for everyone. This should be corrected next year.

The IDS staff was on hand the entire week. They were a bit slow in the beginning of the week in getting the statistics out, but this was corrected by Wednesday.

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AYARS PUBLIC RELATIONS

Rebecca Ayars and her staff had a much stronger grasp of how to publicize our event and how to better work with the promoter, players and "others" who surround the tournament. Rebecca's biggest strengths are her organization, attention to detail and communication with Philip Morris about all matters before she takes action. She knows how to service the media, run an event and keep us informed of any potential problems.

This year she had the same group working with her. Carole Morganti is her right hand person who handles most of the overflow work.

One area of improvement for Rebecca is how to better work when everything cannot be perfectly structured. Because she is very detail conscience, when one element changes, she can become too nervous and anxious. Since IMG often works without structure or schedules, this caused some frustration and anxiety on Rebecca's part.

The media enjoys working with Rebecca and her staff. Collectively they said that Rebecca responded to their requests in a timely manner. Through it all, Rebecca kept a positive attitude and responded to our needs quickly.

KRAFT TOUR

Jim Funse was the Kraft Tour representative during the week. He helped me with interview requests and escorting players off the court and to post-match press conferences. He worked out of the media center during the week.

OPERATIONS

Annalee Thurston handled all operations during the week until she headed to New York and then I took over. Initially I was concerned about the work load doing both, but it worked out just fine. I was able to handle the ticket requests and hotel information for the Championships without a problem.

cc: Barman
Broeman
Hellman
Mullane
Thurston
Zimbalist✓

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Affiliates

2042043155

PUBLIC RELATIONS WRAP UP REPORT GUIDELINES

Two wrap up documents should be prepared following any event -- an Executive Summary and a Complete Wrap Up Report.

EXECUTIVE SUMMARY

This summary is submitted to be presented to senior management. It should be prepared with that audience in mind and be kept concise and informative.

SUMMARY AT A GLANCE

- o Prepare a brief overall assessment of the entire event with emphasis on the success of publicity efforts. This should be no more than 3-4 paragraphs.

HIGHLIGHTS

- o Identify any breakthrough placements or substantial features. This should include no more than 10. Original copies, where possible, should be affixed to the Executive Summary.

CHALLENGES

- o Identify any major obstacles or substantial changes from previous events or years and discuss how they were handled.

FUTURE RECOMMENDATIONS

- o Identify, in bullet form, specific recommendations to be considered for this event or similar ones for future improvement to the program. This could include operations, materials, procedure, event layout, parking, etc.

COMPLETE WRAP UP REPORT

This is the full wrap up that should include all related elements and a thorough assessment of whether the objectives stated in the approved PR Plan were met.

The wrap up should include a SUMMARY AT A GLANCE, HIGHLIGHTS, CHALLENGES AND FUTURE RECOMMENDATIONS sections but each

area should be expanded from the Executive Summary version for more in-depth discussion and analysis where applicable.

MEDIA SUMMARY

- o Sub-divide all placements into pre-event, event and post event. Within those sections breakout further to wire, sports or entertainment (whichever is appropriate) and off-sports or off-entertainment. Each sub-section should be compiled chronologically.

- o List all media outlets and both circulation and readership numbers.

Readership = circulation x 2.5 x number of stories

Totals should appear under each individual heading and the list should also include a grand total.

- o List all media in attendance. Include affiliations.

CLIPS

- o Present all clips chronologically. Use originals whenever possible.

- o Sub-divide by pre-event, event and post-event coverage. Sub-divide clips into: Magazines, Daily Newspapers, Weekly Newspapers, USA TODAY, Wire Stories, Trades, where appropriate.

MAILINGS

- o Include a copy of each release, media alert and invitation.

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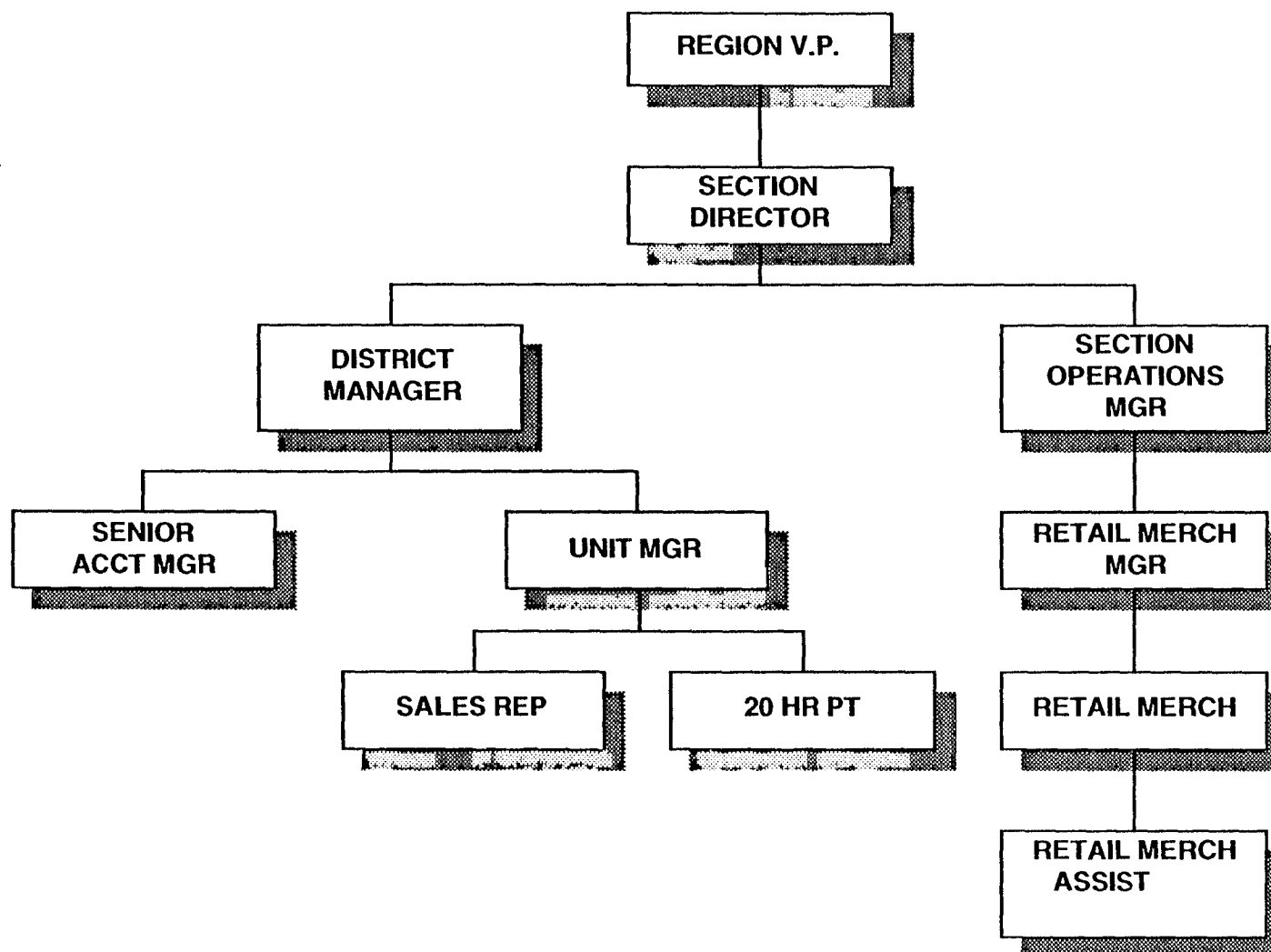
SALES FORCE

2042043158

Structure

2042043159

PHILIP MORRIS U.S.A. FIELD SALES FORCE



2042043160

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District Offices

2042043161

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(614) 792-6700
FAX (614) 761-7807

Bob Maglio — DM
PHILIP MORRIS USA
4160 Washington Road
Suite #201
McMurray, PA 15317
(412) 942-0754
FAX (412) 942-0784

Charlie Miller — DM
PHILIP MORRIS USA
7261 Engle Road
Suite #200
Middleburg Heights, OH 44130
(216) 234-7777
FAX (216) 234-6970

SECTION 42
Roger McAlister — DM
PHILIP MORRIS USA
2570 Walker Avenue
Grand Rapids, MI 49504
(616) 791-1900
FAX (616) 791-4494

SECTION 43
Kevin McCoy — DM
PHILIP MORRIS USA
1499 Windhurst Way
Suite #160
Greenwood, IN 46143
(317) 865-0160
FAX (317) 865-0164

Tom Lowder — DM
PHILIP MORRIS USA
2025 Leestown Road
Suite R
Lexington, KY 40383
(606) 254-6253
FAX (606) 254-9334

Scott Motes — DM
PHILIP MORRIS USA
144 East Collins Drive
Building #3
Fort Wayne, IN 46825
(219) 471-2006
FAX (219) 471-1913

SECTION 44
Joe Russell — DM
PHILIP MORRIS USA
National Business &
Industrial Center
1930 7th Street
Rockford, IL 61104
(815) 967-0992
FAX (815) 967-0993

**REGION 5
SECTION 51**
Peter Griego — DM
PHILIP MORRIS USA
1000 North Argonne Rd.
Suite #160
Spokane, WA 99212
(509) 928-2225
FAX (509) 928-6949

Ben Nechanicky — DM
PHILIP MORRIS USA
Suite B
9110 N.E. Highway 99
Vancouver, WA 98686
(206) 573-3609
FAX (206) 573-6769

SECTION 52
Monty Faulk — DM
PHILIP MORRIS USA
2465 S. Industrial Park Dr.
Suite #3
Tempe, AZ 85282
(602) 967-5442
FAX (602) 967-5921

Ed Serrano — DM
PHILIP MORRIS USA
4060 South 500 West
Suite #5
Salt Lake City, UT 84123
(801) 268-1741
FAX (801) 268-1850

SECTION 53
Hector Medero — DM
** PHILIP MORRIS USA
** 5278 North Cornelia
** Fresno, CA 93722
** (209) 277-8395
** FAX (209) 277-2074

John Zank — DM
PHILIP MORRIS USA
1101 North Market Blvd.
Suite #3
Sacramento, CA 95834
(916) 928-9280
** FAX (916) 928-9284

SECTION 54
Debra Bacon — DM
PHILIP MORRIS USA
43250 Business Park Drive
Suite C-2
Temecula, CA 92590
(714) 694-5303
FAX (714) 676-5072

Les Hamasaki — DM
PHILIP MORRIS USA
3375 Koapaka Street
Suite D160
Honolulu, HI 96819
(808) 836-3266
FAX (808) 836-3320

**REGION 2
SECTION 23**

Joe Nigro - DM
PHILIP MORRIS USA
4715 Alton Court
Irondale, AL 35210
(205) 951-8112
FAX (205) 951-8109

Mail to:
P.O. Box 380848
Birmingham, AL 35238-90848

Jan Giovino - DM
PHILIP MORRIS USA
1716 Forsyth Street
Building B, Suite #100
Macon, GA 31201
(912) 745-3838
FAX (912) 745-3833

A.B. Campbell - DM
PHILIP MORRIS USA
6101 Enterprise Drive
Pensacola, FL 32505
(904) 479-3266
FAX (904) 479-3268

SECTION 24

Dan Youmans - DM
PHILIP MORRIS USA
2457 Silver Star Road
Orlando, FL 32808
(407) 292-3917
FAX (407) 292-8136

Bill Hangen - DM
PHILIP MORRIS USA
Alderwood, "A"
1211 Tech Boulevard
Tampa, FL 33619
(813) 621-2164
FAX (813) 621-2231

Glen Wren - DM
PHILIP MORRIS USA
Towermarc Plaza
10161 Centurion Parkway
North
Suite #190
Jacksonville, FL 32256
(904) 565-2750
FAX (904) 565-1364

**REGION 3
SECTION 35**

David Gentry - DM
PHILIP MORRIS USA
5802 4th Street
Suite #205
Lubbock, TX 79416-4160
(806) 797-4891
FAX (806) 797-4429

SECTION 36

John Anzpe - DM
PHILIP MORRIS USA
2800 Longhorn Boulevard
Suite #101
Austin, TX 78759
(512) 835-1968
FAX (512) 835-7933

Allen Bishop - DM
PHILIP MORRIS USA
12500 Network Road
Suite # 410
San Antonio, TX 78249
(512) 558-7174
FAX (512) 558-9704

**REGION 4
SECTION 45**

James Szudzik - DM
PHILIP MORRIS USA
11575 Theodore Trecker
Way
West Allis, WI 53214
(414) 475-5811
FAX (414) 475-5839

John Hollenbach - DM
PHILIP MORRIS USA
999 Ashwaubenon Street
Suite B
Green Bay, WI 54304
(414) 336-7150
FAX (414) 336-7275

Mail To:
P.O. Box 12088
Green Bay, WI 54307-2088

Abbreviations

2042043165

Sales Force Abbreviations

VPRS	Vice President Region Sales
TMD	Trade Marketing Director
NAM	National Accounts Manager
SSD	Section Sales Director
TMP	Trade Marketing Promotion Manager
TMM	Trade Marketing Manager
SOM	Section Operations Manager
DM	District Manager
DAM	District Account Manager
SAM	Section Account Manager
UM	Unit Manager
RMM	Retail Merchandising Manager
SR	Sales Representative


2042043166



2042043167

**Program Elements
Memo**

2042043168

TO: Distribution
FROM: Karen Howe 
SUBJECT: Marlboro Racing '93

DATE: February 11, 1993

The start of the 1993 Indy Car season will soon be upon us. We begin this year with high hopes for a successful season. Driving the Marlboro Racing Team Penske cars during the '93 season will be the veteran Emerson Fittipaldi and the newcomer Paul Tracy. In addition to the drivers, the recently retired Rick Mears will be on board to act as a technical consultant and coach.

As part of our plan for '93, we have worked to improve the in-market promotional elements to give you the tools to allow Marlboro the highest visibility. We have developed a new state of the art Bar Night promotion, and will utilize the Van Program in all race markets to replace the store sale program conducted last year.

As in '92, the in-market promotional elements will all be coordinated by outside agencies. Our coordination with the local Sales Force will remain essential to our overall success in each market. The following is a breakdown of the outside agencies and their specific areas of responsibility:

Responsibility	Vendor
Pack Sales Trailers/Materials Inventory	Phoenix Marketing
Product Sampling or Couponing	Phoenix Marketing
Bar Nights	Off Track Management
Show Car Display	Off Track Management
Merchandising in-market	Motorsports International

We will continue to require the assistance of the local Sales Force in planning for the race in each market. The following are the specifics of all the in-market activities and where your help will be required:

1) Retail POS

The local Sales Force in each market will receive a supply of Marlboro Racing posters to be displayed in key accounts. The posters showcase Marlboro's involvement with Indy Car Racing and provide specific race information. The specific quantity of posters and banners being shipped to each market will be outlined in the individual elements memos. **Please begin placing the retail materials 2-4 weeks prior to the race in your market.**

2) Show car

We will have the Marlboro Indy show car for display in each race market. The show car should be scheduled to appear at high volume retail outlets. Each market will be allotted a set number of days to display the show car.

The specific number of days and length of time the car appears at any given retail account is up to the Sales Force to schedule.

example: Mass Merchandiser may have the car scheduled for one or more days to coincide with an in store retail promotion.

Program Elements Memo

Procedure

- Written by the Program Administrator.
- Approved by:
 - Manager
 - Group Manager
 - Brand
- Routed to the Field Sales Force (FSF) by Frank Alfieri (Trade Marketing - 11th Floor).
 - Frank will provide input on appropriate distribution.
 - Transmittals are done Mondays at 10:00 AM and Thursdays at 3:00 PM in batch format.
 - Documents to be included in next transmittal are due to Frank not later than close of business each Wednesday and Friday.

2042043169

In order to allow this program to leverage our business, the retailer must be required to run a Marlboro price off special during the time the showcar is displayed.

We have developed an ROP ad to be utilized by the retailers to promote the showcar and any retail promotions. This piece will be sent to each in-market contact person for distribution to the retail accounts. All advertising costs will be the responsibility of the retail account.

3) Van Program

We will utilize the new retail Van Program during the '93 race season in conjunction with store sales. Marlboro racing merchandise will be distributed in all race markets. All materials will be shipped to the local van coordinators warehouse.

Please schedule five days of store sales in your market two weeks prior to the Indy car race. Marlboro racing will supply 200 items per day to support the store sales. The breakdown of incentive items will be detailed in the individual elements memos.

4) Bar Nights

We have developed a new virtual reality video game promotion which will be the highlight of each Bar Night. The game allow each participant to experience the thrill of racing while competing against their friends. Prizes will be offered to the top ten drivers at the conclusion of each Bar Night.

The Bar Nights will be scheduled and executed by Off Track Management.

We would like to invite the sales force to join in the fun. You may wish to organize a party for your retail accounts on Thursday night prior to the race. We will work with each market locally to help coordinate such events. The location of each Bar Night will be communicated as soon as the sites are confirmed.

5) Pack Sales Trailers

We will continue to utilize the Pack Sales trailers in each race market. Consumers will be rewarded with Marlboro racing merchandise with a predetermined pack or carton purchase.

To improve the program this year we have made several changes:

- Updated creative on many of the incentive items.
- Offering higher quality incentive items with a product plus cash purchase requirement.
- Offering a weekend special at the trailers "Buy one carton-Get five packs free".

The operation of the Pack Sales trailers will be handled by Phoenix Marketing.

6) Merchandising In-Market

The majority of all signage materials will be placed in-market by Motorsports International beginning one week prior to the race date. The signage will consist of welcome race fans banners, and banner rope.

A quantity of welcome race fans banners will be shipped to each local Sales Force contact for display at key retail accounts.

10) Contacts In-market

Race Market	Contact Name	Phone Number
Phoenix	Monty Faulk	(602) 967-5442
Long Beach	Talbert Bartholomew	(818) 792-2900
Indy	Kevin McCoy	(502) 425-1070
Milwaukee	Mark Redner	(414) 475-5811
Detroit	Tom Trotter	(313) 591-5500
Portland	Ben Nechanicki	(206) 573-3609
Cleveland	Charlie Miller	(216) 234-7777
Brooklyn	Tom Trotter	(313) 591-5500
Loudon	Stephen Tardiff	(508) 543-8300
Elkhart Lake	Dave Casebolt	(414) 475-5811
Lexington	Charlie Miller	(414) 475-5811
Nazareth	Lisa Kelcy	(215) 647-7690
Monterey	Matt Miller	(510) 463-2702

Distribution

B. Anderson	N. Lund
M. Becker	A. Macrae
I. Broeman	A. Marrullier
E. Bruce	T. McCarthy
D. Coode	C. Merhige
M. Cramer	E. Merlo
L. DeMaio	M. Meurer
S. Fisher	J. Mullen-Sampson
K. Harrington	P. Paoli
J. Henry	M. Pfeil
P. Inmann	S. Piskor
G. James	J. Pontarelli
S. Jannetta	B. Ray
J. Keighley	L. Riley
L. Kelcy	M. Salzman
G. Kendall	S. Sampson
R. King	J. Taylor
R. Kohl	J. Tusan
D. Kronschnabel	S. Vasquez
R. Kuchnicki	G. Walsh
D. Laufer	R. Wilhelm
R. Lawrence	T. Wilhelms
J. Lempereπ	

7) Customer Hospitality

We will continue to entertain key customers at all the Marlboro sponsored races listed below:

Date	Race
April 3-4	Phoenix, AZ
April 16-18	Long Beach, CA
May 14-30	Indianapolis, IN
June 4-6	Milwaukee, WI
June 11-13	Detroit, MI
July 10-11	Cleveland, OH
July 31-Aug. 1	Brooklyn, MI
Aug. 6-8	Loudon, NH
Sept. 18-19	Nazareth, PA
Oct. 1-3	Laguna Seca, CA

A supply of Marlboro hospitality materials will be sent to the local warehouse. Sample 20's will be provided.

A more detailed memo will follow to each market outlining the number of race tickets, parking passes, garage tour information, and materials.

In markets where we are not an associate sponsor (Portland, OR; Elkhart Lake, WI; Lexington, OH) there is still an opportunity to develop local customer hospitality. Race tickets can be secured and hospitality offered at the Marlboro media trailer. Garage tours, a driver autograph session and VIP gifts can also be arranged. If there is any interest in putting this together, please contact Karen Howe. All associated costs will be the responsibility of the local Sales Force.

8) Pole Award

We are replacing the Marlboro Challenge with the Marlboro Pole award in '93. The pole winner of every race will receive a check from Marlboro racing for qualifying in the #1 position. If the pole winner of the race also wins the race, the driver will receive an additional bonus. Bonus dollars will be cumulative throughout the year.

We would like a key customer or high ranking official to present the Pole Award check on Saturday, immediately following qualifying. We will have another presentation on Sunday preceding the race to present the pole winner with a Marlboro leather bag. Both of these presentations are perfect opportunities to build customer relations in-market.

9) Contacts

Steve Sampson	PH (212) 878-2184
Group Manager	FX (212) 907-5367
Marlboro Events	

Karen Howe	PH (212) 878-2266
Manager, Operations	FX (212) 907-5367
Marlboro Motorsports	

Christine Merhige	PH (212) 880-3083
Coordinator	FX (212) 907-5367

Kathy Hookana	PH (212) 878-3240
Manager,	FX (212) 907-5339
Convention Services	

**Specific Event
Elements Memo**

2042043172

Specific Event Elements Memo

Procedure

- Written by the Program Administrator.
- Send to the Section Operations Manager (SOM) or designated Sales Force contact.
- Copies to:
 - Manager
 - Group Manager
 - Director

2042043173

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

To: Monty Faulk
From: Karen Howe
Subject: VALVOLINE 200-APRIL 2-4, 1993
PHOENIX, AZ

DATE: 2/26/93

The start date for our promotional activities in the Phoenix, AZ market is rapidly approaching. The following are key elements that you need to be aware of:

Gear Truck Program

We realize that the Gear Truck Program may not be ready in time to coincide with the Phoenix race. To compensate, we will provide the manpower necessary to execute five store sales preceding the race, each being four hours in duration. (Attachment B)

Please follow these guidelines when scheduling:

-Schedule the store sales in conjunction with the show car on these dates:
March 26, 27, April 1, 2, 3

-Only schedule at high volume accounts/during high traffic times.

-Five store sales, four hours in duration.

*** Please return to the NYO no later than March 10, Attention: Christine Merhige**

Show Car

When scheduling the store sales it is a requirement that the retailer runs a Marlboro special promotion in conjunction with the show car appearance.

Please complete the attached form to schedule the show car in your market. The form has been outlined with the specific dates available. Please schedule the show car up to forty hours per week, with a maximum of two locations daily. (Attachment A)

*** Please return to the NYO no later than March 10, Attention : Christine Merhige.**

2042043174

Materials

The following list of materials will be shipped to your attention for placement at retail and your hospitality area:

Pos #	Item Description	Quantity
<u>Retail Materials</u>		
68719	Retail Poster	1,000
68713	Welcome Race Fans Banner	100
8718	Pennant Rope	25
69684	Small neon sign	25
68625	Large neon sign	5
<u>Hospitality Materials</u>		
54307	Coffee Cup	500
54306	Drink Cup	500
54305	Bar Organizer	5
54298	Bar Napkins	500
54300	Table Napkins	500
54301	Ashtrays	36
54310	Sitters	500
<u>VIP Gifts</u>		
54308	M RTP t-shirt	100
54314	M RTP cap	100
54374	Waist Pouch	100
68850	Souvenir Poster	100
68747	Duty Free Bags	200

Shipping Address: Attn: Monty Faulk
2465 South Industrial Park Drive
Suite #4
Tempe, AZ 85282
Mon.- Fri./8:30-5
(602) 829-9083

Pole Award Presentation

Saturday Presentation

On Saturday afternoon directly after qualifying; a representative of Marlboro Racing will present a check for \$10,000 to the winner of the pole position. The presentation will take place on or near the start-finish line.

Sunday Presentation

On Sunday prior to the start of the race, a representative of Marlboro Racing will present the official Marlboro Racing leather duffle bag to the Pole Winner. The presentation will take place on the starting grid following the driver introductions.

As in past year's, we will escort you and your guest to the presentation location.

Please work with the local Government Affairs office when determining which key customer or VIP shall make the presentations. I will need to know the name(s) of the individual no later than Friday of race weekend.

Customer Hospitality

A garage tour will be scheduled for your guests on Sunday morning. The exact time will not be available for a couple more weeks. Please ask your guests to arrive by 10:00am if they wish to attend the garage tour. I will notify you of the exact time as soon as it is available.

Marlboro product will be brought to your suite on both Saturday and Sunday morning.

In addition to the materials listed above, the following will be mailed to your office and the Government Affairs office:

<u>Item</u>	<u>Salesforce</u> <u>Quantity</u>	<u>Government Affairs</u> <u>Quantity</u>
Suite tickets	30	15
Parking passes	10	5
Ticket jackets	100	50
VIP credentials	100	50
Credential holder	100	50
Golf shirts	5	2

Bar Night Promotion

Dates: April 1-3
Time: 9pm-1am
Location: Phoenix Live
The Shops at Arizona Center
455 N. Third Street
Phoenix, AZ 85004-2187
(602) 252-2502

Please let me know if you would like to host a retailer party on Thursday night April 1.

Schedule of Indy Car activity

A detailed schedule of activities during the Valvoline 200 will be faxed to you as soon as it becomes available.

Contacts

Hotel: The Wigwam Resort
 Litchfield Park, AZ 85340
 PH (602) 935-3811
 FX (602) 935-3737

Cellular Phone #'s: Pete Twiddy (602) 390-7626 then (813) 566-6904
 Karen Howe (602) 309-7626 then (212) 273-1142

If I can be of any further assistance please give me a call at (212) 878-2266.

cc:	B. Anderson	C. Merhige
	S. Bradshaw	E. Merlo
	I. Broeman	M. Meurer
	E. Bruce	S. Sampson
	K. Diamond	P. Twiddy
	P. Inmann	J. Taylor

2042043177

TO: Chrisanne Ferry**DATE:** March 9, 1993**FROM:** Michelle Marcisak**SUBJECT:** VIRGINIA SLIMS OF CHICAGO - FEBRUARY 8-14, 1993

The following is information regarding the Virginia Slims of Chicago:

TOURNAMENT POS

We have not produced POS materials for the sales force this year because of our new retail tie-in and promotion with Dominick's.

HOSPITALITY

The customer hospitality party is scheduled for Sunday, February 14 between 10:30 AM and 12:30 PM at the U.I.C. Pavilion..

You will receive the following materials for the reception:

48 Ashtrays
400 Cocktail Napkins
135 T-shirts

All of these materials will be shipped to the section office. Debra Miller will bring name tags, holders and matches.

TICKETS

A list of daily ticket quantities is attached. Please call Mary Heath at the IMG office to arrange for pickup of your tickets, parking passes and credentials. The number is (312) 565-4100.

ON-SITE OPERATIONS

Heather Hellman and I will be on-site for the week of the tournament. Feel free to call me at (212) 880-3651 if I can assist you with anything.

PRO-AM

We are invited to ask the local key customers if they would like to participate in the Pro-Am on Monday February 8. Please let Mary Heath or myself know ASAP of any participants.

cc: INA BROEMAN
MARY HEATH
DEBRA MILLER
EDNA MOORE
GARY SALVATO
NANCY ZIMBALIST

2042043178

VIRGINIA SLIMS OF CHICAGO

TICKETS

	BOX		RESERVED SEATING	
		Salesforce		Salesforce
10:00 AM		14		40
MONDAY	-----	-----	-----	-----
7:00 PM		14		40
10:00 AM		14		40
TUESDAY	-----	-----	-----	-----
7:00 PM		14		40
10:00 AM		14		40
WEDNESDAY	-----	-----	-----	-----
7:00 PM		14		40
10:00 AM		14		40
THURSDAY	-----	-----	-----	-----
7:00 PM		14		26
11:00 AM		12		26
FRIDAY	-----	-----	-----	-----
7:00 PM		12		24
1:00 PM		12		24
SATURDAY	-----	-----	-----	-----
7:00 PM		12		24
12:30 PM		10		24
SUNDAY				

2042043179

WAREHOUSE

2042043180

Location: 120/12

2042043182

PHILIP MORRIS
P.O.S. DESTRUCTION NOTICE

DATE: _____

TO: Manager - P.O.S. Warehouse

Please arrange for the immediate destruction/salvage of the following items:

Approved By: _____

[illegible]

Date Destroyed/Salvaged: _____ By: _____

RETURN one copy to P.O.S. Operations, NYO
DISTRIBUTION 2 copies to Warehouse Manager
1 copy to NYO Pending File

2042043183

P.O.S. DESTRUCTION NOTICE

DATE: 1/29/91

TO: Manager - P.O.S. Warehouse

Please arrange for the immediate destruction/salvage of the following items:

Approved By: NANCY ZIMBALIST

P.O.S. #	ITEM	BOOK INVENTORY
55968✓	VS GINNY Decal Kit	2715
43958✓	INDIAN Wells BANNER	15
55903✓	VS TEN 1990 Logo Sht	8,000
55918✓	VS TEN Directional Sign	2
55904✓	VS TEN B+H Logo Sheet	7,000
55921✓	VS TEN 16 DRAW Sheet	198
55922✓	VS TEN 32 DRAW Sheet	160
55923✓	VS TEN 64 DRAW Sheet	248
55946✓	VS Computer Paper	298,500
55947✓	VS TENNIS RANK Paper	191,500
55966✓	VS TEN 16 DRAW Sheet	878
55971✓	VS TEN 32 DRAW Sheet	858
55974✓	VS TEN 64 DRAW Sheet	718
55989✓	VS TEN 32 DRAW Poster	18
55990✓	VS TEN 16 DRAW Poster	19
57957✓	VS Ball Person T-Shirt XL	1
41802✓	VS TEN Elle Umbrella	0
56004✓	VS Old SCOREBOARD	0
57800✓	VS Gold Foil T-Shirt M	0

Date Destroyed/Salvaged: 2-4-91 By: A K

RETURN one copy to P.O.S. Operations, NYO
 DISTRIBUTION: 2 copies to Warehouse Manager
 1 copy to NYO Pending File

*Items deleted from
 system 2/5/91*

2042043184

AIR FREIGHT SERVICE REQUEST

ACCOUNTING CHARGE CODE: _____ DATE: _____

☐ Retail Promotion / Coupons / Events

Promotion Name: _____

☐ Inbound Deliveries / Vendor to Vendor

Purchase Order #: _____

Vendor Name: _____

Origin Zip Code: _____ Destination Zip Code: _____

☐ Date Specific Orders (Orders generated by Field and New York Office personnel)

Requisition #: _____

Please fax approved document for date specific orders
to Micky Bishop on day of entry (fax #201-997-6383).

REASON FOR AIR FREIGHT: _____

VICE PRESIDENT APPROVAL(S) SIGNATURES FOR AIR SERVICE:

Signature

Signature

Date

Date

FAX COPY OF APPROVED FORM TO NICK RECINE (FAX # 201-997-6383)
AND FORWARD A COPY TO STEVE BOWERS, 120 PARK, 12th FLOOR.

2042043185

AIR FREIGHT SERVICE REQUEST

ACCOUNTING CHARGE CODE: 044-639-4401-16 E12

DATE: JAN 10, 1993



Retail Promotion / Coupons / Events

Promotion Name: VIRGINIA SUMMERS OF CHICAGO

PRO SHOP REORDER



Inbound Deliveries / Vendor to Vendor

Purchase Order #: _____

Vendor Name: KDC

Origin Zip Code: 07032 Destination Zip Code: 60601



Date Specific Orders (Orders generated by Field and New York Office personnel)

Requisition #: 69918

Please fax approved document for date specific orders to Micky Bishop on day of entry (fax #201-997-6383).

REASON FOR AIR FREIGHT: PRO SHOP DID NOT ORDER ENOUGH

T-SHIRTS - NEED ADDITIONAL

VICE PRESIDENT APPROVAL(S) SIGNATURES FOR AIR SERVICE:

(ELLEN MERLO, e.g.)
Signature

Signature

Date

Date

FAX COPY OF APPROVED FORM TO NICK RECINE (FAX # 201-997-6383)
AND FORWARD A COPY TO STEVE BOWERS, 120 PARK, 12th FLOOR.

2042043186

HOSPITALITY

2042043187



These Kraft Foodservice Broadline Distribution Centers and Sales Offices are listed alphabetically by metropolitan area.

ALBANY 755 Pierce Road Clifton Park, NY 12065 518-877-8511	DENVER 11955 E. Peakview Avenue Englewood, CO 80111 303-792-9230	MIAMI 777 S. Congress Avenue Delray Beach, FL 33444 407-278-6858	ROCKY MOUNT 2217 Hardee's Boulevard Rocky Mount, NC 27801 919-977-7000
ALBUQUERQUE c/o Super Value 5600 2nd Street, N.W. Albuquerque, NM 87107 505-343-2200	DETROIT 27000 Wick Road Taylor, MI 48180 313-946-5300	MILWAUKEE W. 137 North 9245 Highway 145 Menomonee Falls, WI 53051 414-251-9600	SALT LAKE CITY Freeport Center Y-16 Clearfield, UT 84016 801-773-1200
ATLANTA/BIRMINGHAM 6685 Crescent Drive Norcross, GA 30071 404-263-4300	HANOVER 7477 Candlewood Road Hanover, MD 21076 301-859-4560	MINNEAPOLIS/ST. PAUL 2864 Eagandale Blvd. Eagan, MN 55121 612-454-6580	SAN DIEGO 8515 Miramar Place San Diego, CA 92121 619-457-4900
AUSTIN/SAN ANTONIO 1179 A Springdale Road Austin, TX 78721 512-926-5051 (Austin) 512-657-6901 (San Antonio)	HAWAII 91-290 Kauhū Street Ewa Beach, HI 96707 808-682-2071	NASHVILLE The Oak Complex Suite 106 1100 Kermit Drive Nashville, TN 37217 615-361-8012	SAN FRANCISCO 2275 Junction Avenue San Jose, CA 95131 408-435-1919
BALTIMORE/WASHINGTON 8730 Bollman Place Savage, MD 20763 301-470-2662 (Wash.) 301-792-8400 (Balt.)	HOUSTON 10 S. Trade Center Parkway Conroe, TX 77385 409-321-1729	OCALA 3010 N.E. 24th St. Ocala, FL 32670 904-732-3166	SANTA ANA 601 W. Dyer Road Santa Ana, CA 92707 714-549-8711
BOSTON One Technology Drive Centennial Ind. Park Peabody, MA 01960 508-977-5100	INDIANAPOLIS 9200 E. 146th Street Noblesville, IN 46060 317-773-2290	OKLAHOMA CITY 525 Central Park Drive Suite 525 Oklahoma City, OK 73105 405-524-8411	SEATTLE 900 Powell SW Renton, WA 98055 206-235-4700
CARSON 1031 Watsoncenter Road Carson, CA 90745 310-549-3900	JACKSON 1125 Weems St. Greenway Industrial Park Pearl, MS 39208 601-939-9433	PADUCAH 1350 North Tenth Street Paducah, KY 42001 502-442-8243	SPRINGFIELD 1045 Sheridan St. Chicopee, MA 01021 413-593-5571
CHARLOTTE 1133 Atando Avenue Atando Ind. Park Charlotte, NC 28206 704-372-0030	KANSAS CITY/OMAHA 8725 Rosehill Road Suite 400 Lenexa, KS 66215 913-894-6161	PHILADELPHIA 1100 E. Erie Avenue Philadelphia, PA 19124 215-289-9000	ST. LOUIS/SALEM 502 S. Carty Street Salem, MO 65560 314-729-6131
CHICAGO 800 Supreme Drive Bensenville, IL 60106 708-595-1200	LITTLE ROCK 2200 Commercial Street Little Rock, AR 72206 501-375-3282	PHOENIX 4650 W. Buckeye Road Phoenix, AZ 85043 602-269-7241	TAMPA Parke East Industrial Park 7004 East Hanna Tampa, FL 33610 813-621-6677
CINCINNATI 5445 Spellmire Drive Cincinnati, OH 45246 513-874-3663	LOS ANGELES 620 S. Hacienda Boulevard City of Industry, CA 91745 818-968-8311	PITTSBURGH 3115 Washington Pike Bridgeville, PA 15017-1497 412-257-5400	TUPELO 125 Coley Rd. Tupelo, MS 38802 601-842-3415
CLEVELAND 8000 Bavaria Road Twinsburg, OH 44087 216-963-6789	MEMPHIS 4300 Air Trans Rd. Memphis, TN 38118 901-363-4541	RICHMOND 4112 Sarellen Road Richmond, VA 23231 804-222-2222	
DALLAS/FT. WORTH 950 S. Shiloh Road Garland, TX 75042 214-487-6200	METRO NEW YORK 2101 91st Street North Bergen, NJ 07047 201-854-1100	ROCHESTER 12 Marway Circle Rochester, NY 14624 716-247-3260	

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SALES AREAS

SERVICED BY

KRAFT FOODSERVICE



Velveeta	Light N' Lively	Sealtest	Cool Whip
Kear Mayer	Lender's	Tang	Buntmann's
Pohlerone			Jell-O
Yuban			Louis Rich
Kool-Aid			Breyer's
Sealtest			Löwenbräu
Velveeta			Cool Whip
Kear Mayer	Bird's Eye	Log Cabin	Buntmann's
Pohlerone	Cheez Whiz	Post Cereals	Jell-O
Yuban	Breakstone's	Country Time	Louis Rich
Kool-Aid	Miracle Whip	Lender's	Breyer's
Marlboro	Miller Beer	Bird's Eye	Löwenbräu
Velveeta	Light N' Lively	Sealtest	Cool Whip
Kear Mayer	Miracle Whip	Tang	Buntmann's
Pohlerone	Cheez Whiz	Event and Meeting Planners Guide	
Yuban	Breakstone's		

PRODUCT USE POLICY

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company-sponsored events as is practical, and to showcase our brands to their best advantage.

This is a confidential document not to be distributed outside the company except to those under contract to the company with a confidentiality commitment.

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Product Use Policy

INTRODUCTION

As the world's largest consumer packaged goods company, Philip Morris Companies Inc. produces many of the world's most famous brands of foods, beverages and cigarettes. These are the products that make this company profitable, pay our salaries and provide opportunities for growth. It is to our individual and collective advantage to promote these products on every appropriate occasion.

In 1991, Philip Morris and its operating companies sponsored approximately 875 events at which food was served. That translates into 875 opportunities to showcase our products to the widest variety of markets, from the smallest **Kool-Aid** drink mix consumer to the largest institutional user of **Jell-O** gelatin in foodservice applications.

Section One of the Guide is designed to help event planners—and those to whom they report—to make the most of such opportunities in 1992 and the years to come. It sets forth the policy governing the use of our products—and those of our competitors—identifies competitive brands to be avoided, lists sources for our brands, provides billing instructions and outlines approved practices for identifying our brands in printed menus and table displays.

Subsequent sections will cover suggested breakfast and lunch menus and recipes and an extensive dinner menu and recipe guide prepared by the Culinary Institute of America.

PRODUCT USE POLICY

This policy applies to all internal foodservice suppliers, to all who plan events including outside consultants, and to all company related events—from staff meetings and training retreats to brand promotion sporting events and PM-sponsored banquets and receptions at non-profit meetings and conferences.

In applying this policy, planners are expected to use discretion in requiring the use of our products, whether foodservice or retail, by restaurants, hotels and caterers, especially with those vendors who normally use only fresh, unprocessed ingredients. Planners should work with the executive chef handling the event, making sure that the vendor is not asked to do more than he is capable of doing. The use of our products must *enhance* the image of our brands, not detract from it.

Event menus should be based on General Foods, Kraft and Oscar Mayer Foodservice products, which are packaged for large quantities and may be specially formulated for foodservice preparation.

When it is necessary to include KGF consumer products in the menu, they should be ordered directly from their KGF production unit, to insure delivery to the vendor or the nearest Kraft Foodservice distributor, in optimum condition. (Planners will have to exercise their own judgment in determining the most efficient delivery point.)

Consumer products not in national distribution should be used only at events taking place in markets where the product can be purchased at retail.

To this end, the greatest caution must be employed in ordering retail products for large scale events. Because they are not designed for large-quantity preparation, many retail products do not stand up under institutional conditions. Be guided by the vendor's resources—and advice—in selecting menus requiring retail products that must be processed—whipped, melted, cooked, kept hot, etc.—before they can be served.

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Do not use competitive brands unless absolutely necessary —if, for an outside event, the KGF brand is unobtainable, it is best to drop that item from the menu. If that is not possible, the product should be served in such a way that the brand cannot be identified.

Competitors' brands of products we do not make —snacks, tuna fish, peanut butter —should be used only when no comparable product is available. (Kraft Foodservice branded items are the preferred alternatives. Contact local Kraft Foodservice distribution centers to review the available brands and products.)

When single service items, i.e., individual salt and peppers, sugars, packaged jellies, condiments, etc., are required, use Kraft-branded items, available through Kraft Foodservice Distribution Centers, or the hotel's own brand.

General Foods coffees —and Maxwell House teas —should be served at every meal, including cocktail receptions, where they are usually offered with Kraft cheese, fruit and/or dessert selections.

All available brands of Miller beer should be offered at any event where it is legal and appropriate to serve alcoholic beverages. If beer is to be available on draft, make sure that Miller taps are on the pumps.

There are no restrictions on wine or spirit brand choices, or on soft drinks and mixers at such events.

Sample cigarettes, ashtrays and matches should be available to smokers at least twenty-one years of age at every event, unless prohibited by law.

Planners are advised to have an assortment of Philip Morris' major brands on hand to give to smokers of competitor brands to encourage them to sample Philip Morris products. A list of comparable brands appears at the end of this document.

Unused food products should be donated to a local food bank through the hotel or caterer, who will know what is required for such donations.

Planners are expected to pay regular prices, including tax, for Company food products, either foodservice or consumer. The unit sponsoring the event will be billed, either through the hotel or caterer, or directly, as the planner indicates. These invoices are to be paid as any supplier's invoice is paid, i.e., approved by the purchaser and charged against the code normally used for event-related purchases.

MANUFACTURERS OF COMPETITIVE BRANDS

American Brands, Inc.	Mars, Incorporated
Anheuser-Busch Companies, Inc.	Nestle Foods Corporation
Borden Inc.	Ralston Purina Company
Brown & Williamson Tobacco Corp.	R.J. Reynolds Company
Campbell Soup Company	Nabisco Brands, Inc.
ConAgra, Inc.	Sara Lee Corporation
Coors Brewing Company	S&P (Pabst, Pearl & Falstaff)
CPC International Inc.	The Procter & Gamble Company
General Mills, Inc.	The Quaker Oats Company
G. Heileman Brewing Company, Inc.	The Stroh Brewery Company
H. J. Heinz Company	Unilever United States, Inc.
Hershey Foods Corporation	
Kellogg Company	Sysco Corporation (foodservice branded products only)
Liggett Group Inc.	Rykoff-Sexton, Inc. (foodservice branded products only)
Lorillard	

**KGF & MBC
Brands****Acceptable Alternatives**
(May be used, if necessary)**Competitive
Brands** (avoid)**Bacon**OSCAR MAYER
LOUIS RICH

KRAFT Foodservice

No other bacon
should be served**Bagels**

LENDER'S

none

No other bagels
should be served**Baked goods**BreadOROWEAT³
FREIHOFFER'SARNOLD
PEPPERIDGE FARM
local brands or hotel bakeryCOLONIAL
RAINBO
KILPATRICK
EARTH GRAIN
WONDER
HOME PRIDE
SARA LEECakesENTENMANN'S
FREIHOFFER'Snone
(You may use items made from
scratch by hotel, caterer or local
bakery.)SARA LEE
BREAK CAKEcoffee cakesENTENMANN'S
FREIHOFFER'Snone
(as with cakes)

SARA LEE

cookiesENTENMANN'S
FREIHOFFER'Snone
(as with cakes)

NABISCO

donutsENTENMANN'S
FREIHOFFER'Snone
(You may use hotel-made or
unbranded locally made donuts.)

BREAK CAKE

PiesENTENMANN'S
FREIHOFFER'SKRAFT Foodservice
(if at all appropriate, have hotel or
caterer make pies from **JELL-O**
mixes. Fruit pies baked from scratch
by hotel or local bakery are
acceptable.)BREAK CAKE
SARA LEE
MRS. SMITH'SrollsFREIHOFFER'S
OROWEATnone
(as with cakes)HOME PRIDE
SARA LEEsweet rollsENTENMANN'S
FREIHOFFER'Snone
(as with cakes)SARA LEE
BREAK CAKE
HOSTESS³Only available at retail⁴ALL Oroweat, Freihofer's and Entenmann's products are ONLY available at retail.

**KGF & MBC
Brands****Acceptable Alternatives**
(May be used, if necessary)**Competitive
Brands** (avoid)**Beverages**beer

MILLER LITE
MILLER GENUINE DRAFT
MILLER HIGH LIFE
MILWAUKEE'S BEST
MEISTER BRAU
LEINENKUGEL'S
LOWENBRAU
SHARP'S
MAGNUM MALT LIQUOR
MILLER RESERVE
LITE ULTRA

none

(Be sure to get tap heads changed
when serving draft from a bar)

No other beer

should be served

carbonated drinksnoneno competitorsnonecoffee

BRIM
GENERAL FOODS
INTERNATIONAL
COFFEES
GEVALIA
MAXWELL HOUSE
SANKA
YUBAN

noneNo other coffee

should be served

fruit drinks

COUNTRY TIME
CRYSTAL LIGHT
KOOL-AID
TANG
TWIST
CAPRI SUN⁴

KRAFT single service

GATORADE
CITRUS HILL
MINUTE MAID
TROPICANA

fruit juice

BIRDS EYE frozen juices

KRAFT Foodservice frozen juices

CITRUS HILL
MINUTE MAID
TROPICANA

hot cocoa mix

BAKERS

none

HERSHEY
NESTLES

flavored tea

MAXWELL HOUSE

TWINING Speciality teas

LIPTONS

vegetable juicesnoneCAMPBELLS tomato, V8

⁴Only available at retail.

**KGF & MBC
Brands****Acceptable Alternatives**
(May be used, if necessary)**Competitive
Brands** (avoid)**Candy**

COTE D'OR Chocolate
KRAFT Butterfingers
KRAFT Caramels
KRAFT FUDGIES
KRAFT Marshmallows
KRAFT Peanut Brittle
KRAFT Toffee
TOBLERONE Chocolate

M&M's
REESE'S PIECES
HEATH BARS
CRACKER JACK

NESTLES
HERSHEY
DROSTE
TOOTSIE ROLL

Cerealsdry

POST GRAPE NUTS
POST Raisin Bran
POST TOASTIES
POST FRUIT & FIBER
HONEY BUNCHES OF
OATS
GREAT GRAINS
POST Bran Flakes
POST Oat Flakes

none

(POST brands are not available in food service sizes and only a few in single serving packages. Use retail packages emptied into appropriate serving bowls; identify brand with tent card.)

GENERAL MILLS
KELLOGG'S
NABISCO
QUAKER
RALSTON PURINA

hotnone

(Use hotel or caterers brand of oatmeal, corn meal or ground wheat and rice cereals.)

Cheesenatural

BEE ROCQUEFORT
CASINO
CHURNEY
EXCELSIOR
FROMAGE BLUFRAIS
KRAFT
LUZZATTI
PHILADELPHIA BRAND Cream Cheese
POLLY-O
TINY DANE Camembert
LIGHT NATURALS
CRACKER BARREL

(Any unusual variety, not imported by **KRAFT** or available from Kraft Foodservice, may be supplied by the hotel or caterer.)

ALPINE LACE
AMPI STATE
BLUE MOON
BREWSTER
COUNTY LINE
DORMAN-ROTH
GREAT LAKES
INTERNATIONAL
CHEESE
LAND O'LAKES
LEPRINO
MID-AMERICA
FARMS
NAVJO BLUE
CHEESE
PAULY BRAND
RASKAS CREAM
CHEESE
SARGENTO
SCHREIBER
STELLA
TREASURE CAVE

processed/cheese sauce

KRAFT
CHEEZ WHIZ
VELVEETA
KRAFT FREE Products

none

No other processed cheese or cheese sauce should be served

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**KGF & MBC
Brands****Acceptable Alternatives**
(May be used, if necessary)**Competitive
Brands** (avoid)**Chocolate (cooking)**
BAKER'S

none

HERSHEY
NESTLES
DROSTE
GHIRARDELLI**Cold Cuts**
OSCAR MAYER
LOUIS RICH

none

No other brand of
cold cuts should be
served**Condiments**barbecue sauce**BULL'S-EYE**
KRAFT
OPEN PIT⁵
THICK 'N SPICYA-1 Sauce
LEA & PERRINS Worcestershire
sauce
HUNT'S ketchupHEINZ ketchup
KC MASTERPIECE
CATTLEMAN'S
BBQ Sauce
HEINZ BBQ
SAUCEmustard**KRAFT Mustard**

none

FRENCH'S
GULDEN'S
GREY POUPONspecialty sauces**KRAFT Sweet & Sour
Sauce**
KRAFT Tartar Sauce
KRAFT Horseradish(Specialty sauces prepared from
scratch by the hotel or caterer are
acceptable.)LA CHOY
sweet & sour
KIKKOMAN
sweet & sour
HEINZ tartar saucevinegar**KRAFT** vinegars(Specialty imported varieties
may be used.)

HEINZ vinegars

Crackers

none

KEEBLER
SUNSHINE
local brands
specialty brands

NABISCO

Dairy Foodscottage cheese**BREAKSTONE'S**
KNUDSEN
SEALTEST
LIGHT N' LIVELY

none

BORDON'S
VIVA Low-fatice cream**BREYERS**
KNUDSEN
SEALTEST⁶
FRUJEN GLADJE⁷none
(Exotic sorbets & sherbets made by
the hotel or caterer are acceptable.)LADY BORDEN
HAAGEN-DAZS
EDY'S⁵Foodservice brand only. Retail brand is owned by Campbells. Do not list on menus.⁶Sealtest ice cream and Sealtest sour cream are only available at retail.⁷Only available retail

**KGF & MBC
Brands****Acceptable Alternatives**

(May be used, if necessary)

Competitive**Brands** (avoid)

SEALTEST KNUDSEN BREAKSTONE'S	none	VIVA Low-fat MEADOW GOLD AXELROD
COOL WHIP DREAM WHIP	none (Fresh whipped cream may be used whenever desired.)	REDI-WHIP
BREAKSTONE'S KNUDSEN BREYERS LIGHT N' LIVELY	none	DANNON YOPLAIT COLUMBO MOUNTAIN HIGH
Desserts and Mixes D-ZERTA puddings JELL-O gelatins JELL-O puddings JELL-O custards JELL-O mousses JELL-O cheesecake	none (Puddings, custard, mousses and cheesecakes made from scratch by hotel or caterer are acceptable. Be sure chocolate versions are made with BAKER'S chocolate)	SWISS MISS ROYAL gelatins SNACK PACK MY-T-FINE
Frozen Food⁸ ALL AMERICAN GOURMET BIRDS EYE BUDGET GOURMET	KRAFT Foodservice frozen (Use fresh fruits and vegetables unless there is a compelling reason to use our branded products in quantity servings.) NATURAL RESOURCE fresh produce	GREEN GIANT BANQUET HEALTHY CHOICE
Ham OSCAR MAYER	KRAFT Foodservice	COUNTRY PRIDE ARMOUR SWIFT PREMIUM ECKRICH
Jams & Jellies BREYERS ⁹ KRAFT ¹⁰	none	SMUCKER'S KNOTT'S BERRY FARM
Margarine COUNTRY CHURN PARKAY TOUCH OF BUTTER	KRAFT Foodservice	PROMISE LAND O' LAKES I CAN'T BELIEVE IT'S NOT BUTTER

⁸Only available at retail⁹Only available at retail¹⁰Use single service pkgs.

**KGF & MBC
Brands**
Acceptable Alternatives
(May be used, if necessary)

**Competitive
Brands** (avoid)

Mayonnaise and Salad
Dressings

KRAFT Real Mayonnaise
MIRACLE WHIP
Salad Dressing
KRAFT FREE Mayonnaise

KRAFT Foodservice/SALAD
SHOPPE
KRAFT Extra Heavy Mayonnaise
(Mayonnaise made from scratch is
acceptable.)

HELLMANN'S
WEIGHT
WATCHERS
SYSCO
SEXTON

Prepared dressings

KRAFT regular and reduced
calorie dressings (liquid
and dry mix)
GOOD SEASONS Salad
Dressing Mixes
SEVEN SEAS HOUSE
Dressings
KRAFT FREE Dressings

KRAFT Foodservice
HOUSE dressings by KRAFT
RANCHER'S CHOICE dry
dressing mix. (Vinaigrette
dressings made from scratch are
acceptable.)

No other branded
salad dressings
should be used

Pasta

DIGIORNO
LUZZATI

MUELLER'S
CREAMETTE
RONZONI

Pickles

CLAUSSEN

VLASIC
HEINZ

Pizza

TOMBSTONE
BOBOLI Crusts

none

CELESTE

Rice

MINUTE Rice

KRAFT Foodservice¹¹
(Wild rice may be used.)

ROBERTS RICE
NEAR EAST brand
UNCLE BEN'S
RICE-A-RONI

Seafood

LOUIS KEMP CRAB
DELIGHTS
KEMP LOBSTER
DELIGHTS

none
(Use only fresh seafood if **LOUIS**
KEMP is inappropriate or
unavailable.)

Single Service Items

KRAFT branded salt
& pepper
KRAFT condiments
KRAFT jams and jellies, honey
KRAFT cheeses
KRAFT dressings
KRAFT spreads

none
(Hotel-branded items are
acceptable.)

AUNT JEMIMA
BORDEN'S
CHATSWORTH
COOKS
DICKENSONS
FRENCH'S
HEINZ
HELLMANN'S
KNOTTS BERRY
FARM
N JOY
PPI
RYCOFF SEXTON
SAVANNA

¹¹Minute Rice is not designed for foodservice use. Kraft Foodservice brand is specially formulated for this reason.

**KGF & MBC
Brands****Acceptable Alternatives**
(May be used, if necessary)**Competitive
Brands** (avoid)

SERV A PORTION
SUGAR FOODS
SYSCO
WELCH'S

**Stuffing Mix
STOVE TOP**

none
(Stuffing made from scratch by hotel
or caterer are acceptable.)

ARNOLD

Snack Foods

chips

HOSTESS¹²
FRITO-LAY¹³

FRITO-LAY

EAGLE Brand
CAPE COD
WISE
BORDEN'S
RIDGIES
NY DELI

cheese flavored
none

CHEETOS

CHEEZ DOODLES

nuts

none

KRAFT Foodservice

EAGLE Brand
PLANTERS

popcorn

none

KRAFT Foodservice
FRITO-LAY
local brands

CAPE COD

pretzels

none

Use local brands

EAGLE brand
NABISCO

Syrup

KRAFT
LOG CABIN
LOG CABIN WIGWAM

none
Any local or independent brand of
100% maple syrup is acceptable

CARY'S
McDONALD'S
MRS.
BUTTERWORTH'S
VERMONT MAPLE
ORCHARDS
VERMONT MAID
AUNT JEMIMA

Tuna

none

KRAFT Foodservice

CHICKEN OF THE
SEA
STAR-KIST

Turkey

LOUIS RICH

KRAFT Foodservice

ARMOUR
BUTTERBALL

¹²Only available in Canada.

¹³Only in Canada, where we have a coop program with PepsiCo.

CIGARETTE BRAND SELECTION

FULL MARGIN BRANDS

COMPETITIVE*	TAR	SWITCH TO:	COMPETITIVE*	TAR	SWITCH TO:
American Filter	FF	Merit Men, Merit 85's FF	Vantage Men	LT	Merit Men, Marlboro Lts Men, B&H Lts Men, Alpine
Camel Lts	LT	Marlboro Medium, Merit, Bucks Lts	Vantage UL	ULT	Merit UL, V. Slims UL, B&H DUL
Camel 100's	LT	V. Slims Superslims	Vantage UL Men	ULT	Merit UL Men, V. Slims UL Men, B&H DUL M
Camel Men 100's	LT	V. Slims Superslims Men	Winston	FF	Marlboro, Merit, B&H, V. Slims, Bucks FF
Carleton	ULT	Merit Ultima, B&H DUL, V. Slims UL	Winston Lts	LT	Marlboro Medium, Merit, B&H Lts, V. Slims Lts
Carleton Men	ULT	Merit UL Men, B&H DUL Men, V. Slims UL M	Winston UL	ULT	Merit UL, B&H DUL, V. Slims UL
Kent	LT	Merit, Marlboro Lts, Parliament Lts, B&H Lts			
Kent III	ULT	Merit UL, B&H DUL, V. Slims UL			
Kool	FF	Marlboro Men, Merit Men, Alpine, B&H Men			
Kool Mids	ULT	Merit Men, Marlboro Lts Men, Alpine Lts			
More 120's	FF	Saratoga			
More Men 120's	FF	Saratoga Men			
More White Lts 120's	LT	V. Slims 120's			
More White Lts Men	LT	V. Slims 120's Men			
120's	LT	V. Slims Lts			
More Lts 100's	LT	V. Slims Lts Men			
More Lts 100's Men	LT	Marlboro Men, B&H Men, Alpine, V. Slims Men,			
Newport	FF	Merit Men			
Newport Lts	LT	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts			
Newport Stripes 100's	LT	Men			
New	ULT	V. Slims Lts			
Pall Mall	FELT	Merit Ultima			
Salem	FF	Marlboro, Merit, B&H, V. Slims, Marlboro Lts, B&H			
Salem Lts	LT	Lts, V. Slims Lts			
Salem Slim Lts 100's	LT	Marlboro Men, Alpine, B&H Men, V. Slims Men			
Salem Lts	ULT	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts			
Tareyton	LT	Men, V. Slims Lts Men			
True 85's	ULT	V. Slims Lts Men			
True 100's	LT	Merit UL Men, B&H DUL Men, VS UL Men			
Vantage	LT	Parliament Lts, Marlboro Lts, Merit, B&H Lts			

PRICE VALUE BRANDS

COMPETITIVE*	TAR	SWITCH TO:
American Filter	FELT	Cambridge FF Lts
Belair	LT	Alpine Lts, Cambridge Lts Men
Century	FELT	Players Lts 25's
Doral	FELT, ULT	Cambridge FF Lts & ULts, Bucks
Doral Menthol	LT	Alpine Lts, Cambridge Lts Men
Generic	FELT, ULT	Cambridge, Bucks, Bristol
Generic Men	FELT	Alpine, Cambridge Lts Men
Locky Lts	LT	Cambridge Lts
Magna 85's	FF	Bucks FF, Cambridge
Magna Lts 85's	LT	Bucks Lts, Cambridge Lts
Malibu	FELT	Cambridge FF Lts
Malibu Men	LT	Alpine Lts, Cambridge Lts Men
Misty Slim	LT	Cambridge Lts, Alpine Lts
Montclair	FELT	Bristol FF, Bristol Lts
Montclair Lt 100 Men	LT	Bristol Lts 100 Men
Pyramid	FELT, ULT	Bristol FF, Bristol Lts & ULT
Pyramid Men	FELT	Bristol Lts Men
Raleigh Filter	FF	Bucks FF, Cambridge FF
Sterling	FELT	Cambridge
Viceroy	FF	Bucks FF, Cambridge FF

*Competitive brands are available in both 85's and 100's unless otherwise noted.

FF=Full Flavor LT=Low Tar ULT=Ultra Low Tar Green=Menthol

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Velveeta	Light N' Lively	Seafest	Cool Whip
scar Mayer	Lender's	Tang	Buntmann's
Toblerone	Miller Beer	Bird's Eye	Jell-O
Yuban	Light N' Lively	Seafest	Louis Rich
Kool-Aid	Miracle Whip	Tang	Breyer's
Seafest	Cheez Whiz	Lender's	Löwenbräu
Velveeta	Breakstone's	Bird's Eye	Cool Whip
scar Mayer	Bird's Eye	Log Cabin	Buntmann's
Toblerone	Cheez Whiz	Post Cereals	Jell-O
Yuban	Breakstone's	Country Time	Louis Rich
Kool-Aid	Miracle Whip	Lender's	Breyer's
Marlboro	Miller Beer	Bird's Eye	Löwenbräu
Velveeta	Light N' Lively	Seafest	Cool Whip
scar Mayer	Miracle Whip	Tang	Buntmann's
Toblerone	Cheez Whiz	Lender's	Breyer's
Yuban	Breakstone's	Bird's Eye	Löwenbräu

2042043202



Event and Meeting Planners Guide



Luncheon Menu Suggestions

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company sponsored events as is practical, and to showcase our brands to their best advantage.

" The recipes in this guide have been developed by The Culinary Institute of America as an industry service for Philip Morris."

2042043205

Luncheon Menu

Suggestions

SOUP

Navy Bean	7
Cheddar Cheese	11
Turkey Vegetable	15

ENTREES

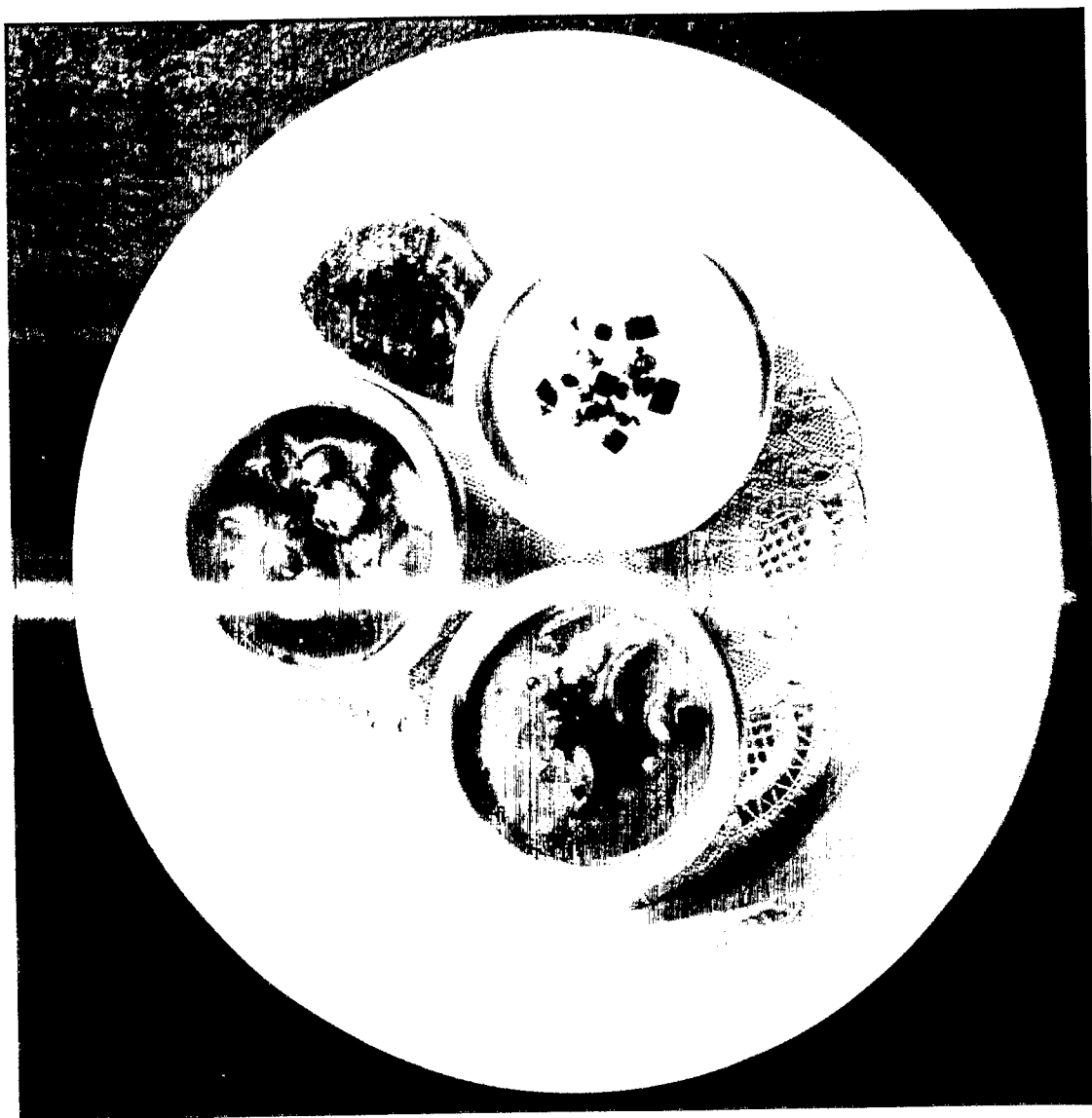
Potato & Ham Savoyard with Braised Leafy Greens	23
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2042043206

2042043207



Soups

2042043209



Navy Bean Soup

Navy Bean Soup

Ingredients & Method

Ingredients

Yield: 1 Gallon

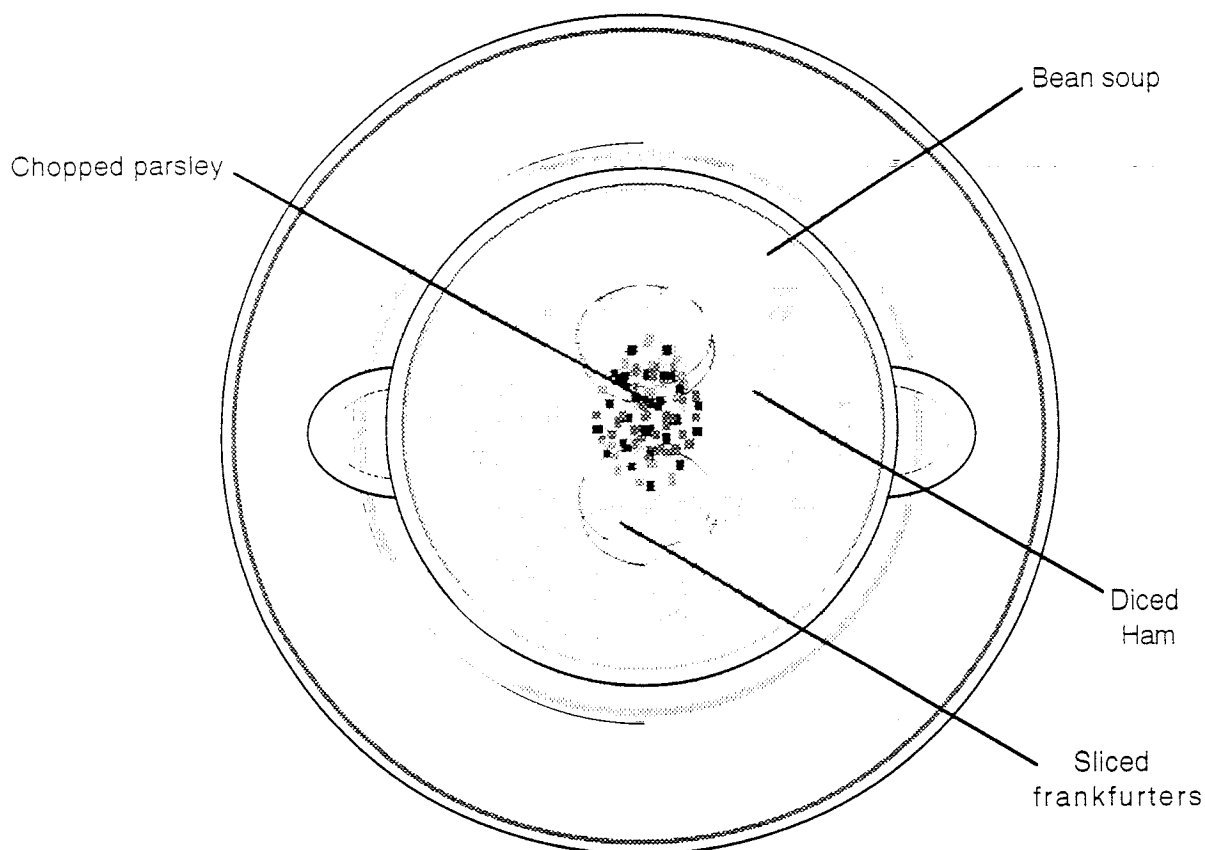
Navy Beans (soaked in water overnight)	2 lbs.
Oscar Mayer Golden Jubilee Ham , 1/4 inch dice	8 oz.
Chicken stock	5 qts.
Diced onions	2 lbs.
Carrots, diced	1 lb.
Celery, diced	1 lb.
Oil	6oz.
Garlic,minced	1tsp.
Potatoes, diced	2 lbs.
Vinegar (cider)	1/4 cup
Parsley chopped	1/2 tsp.
Oscar Mayer frankfurters , sliced	10 ea.
Salt and pepper	to taste

Method

1. Remove water from beans.
2. Saute onions, carrots, celery and garlic in oil.
3. Add stock and drained beans.
4. Simmer until beans are tender.(add more stock if necessary)
5. Puree half the beans and return to soup.
6. Add diced ham.
7. Add potatoes and cook until tender.
8. Season with salt and pepper and vinegar.
9. Garnish with sliced frankfurters and parsley.

2042043211

Navy Bean Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup: Navy bean soup according to recipe

Garnish: Beans, meat and vegetables in soup
Sliced frankfurters and parsley

Method of Serving:

- Place bean soup in soup cup or bowl
- Arrange two pieces of sliced frankfurter in the center on top of the soup
- Sprinkle with chopped parsley

Note: Soup may be served in a bouillon cup as shown or a soup bowl with underliner

2042043212

2042043213



Cheddar Cheese Soup

Vegetarian Cheese Soup

Ingredients & Method

Ingredients:

Yield: 1 Gallon

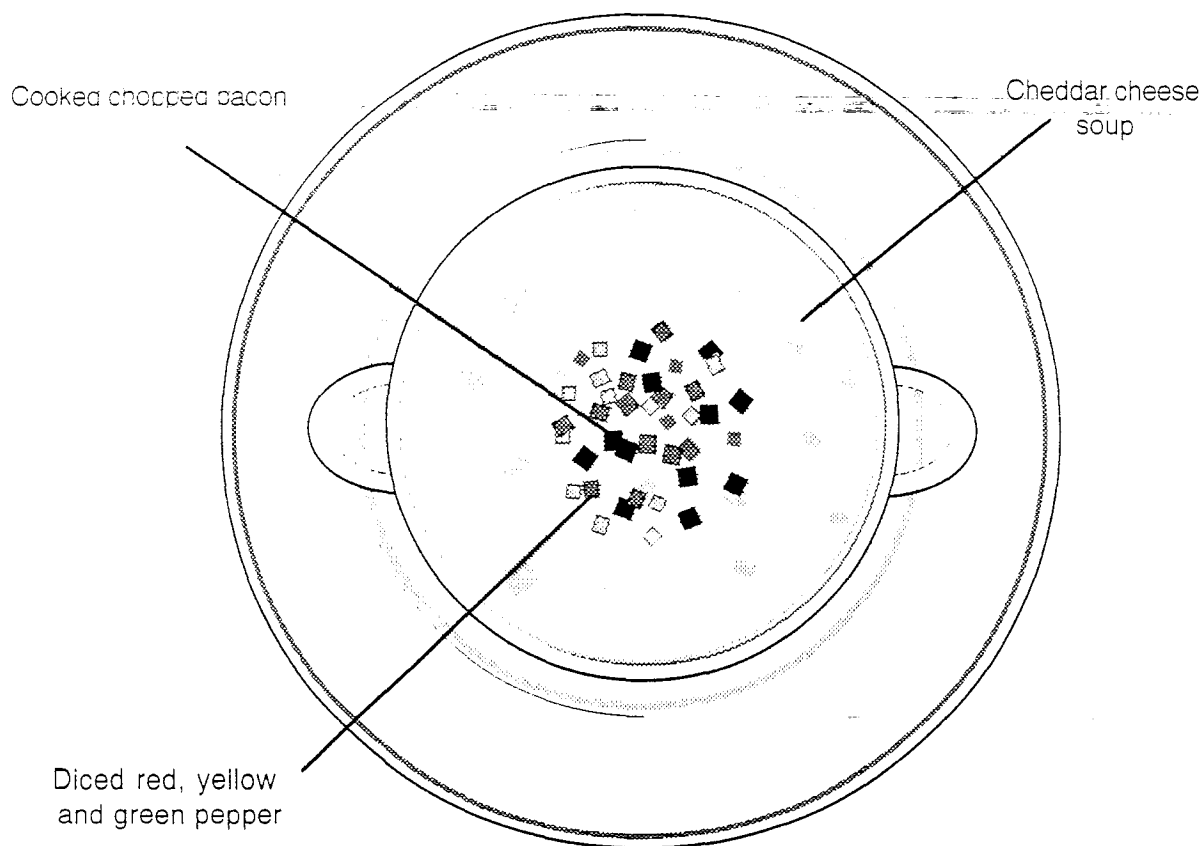
Onion, finely diced	5 oz.
Parkay margarine	4 oz.
Flour	4 oz.
Paprika	1 tsp.
Kraft mustard	
Chicken stock	5 cup
Heavy cream	5 cup
Kraft Colby cheese	1 lb.
Worcestershire sauce	4 tsp.
Milk	6 oz.
Salt and pepper	to taste
Garnish:	
Yellow pepper, 1/4 inch dice	1 ea.
Red pepper, 1/4 inch dice	1 ea.
Green pepper, 1/4 inch dice	1 ea.
Oscar Mayer bacon , crisp, chopped	3 oz.

Method

1. Melt butter and saute onion until translucent. Add flour and cook for 5 to 8 minutes. (blonde roux)
2. Add chicken stock and simmer for 45 minutes.
3. Add all seasonings and cream, heat to boiling point.
4. Saute the garnish with a small amount of olive oil.
5. Place garnish and shredded cheese on top of soup. (do not reheat to boiling).

2042043215

Cheddar Cheese Soup



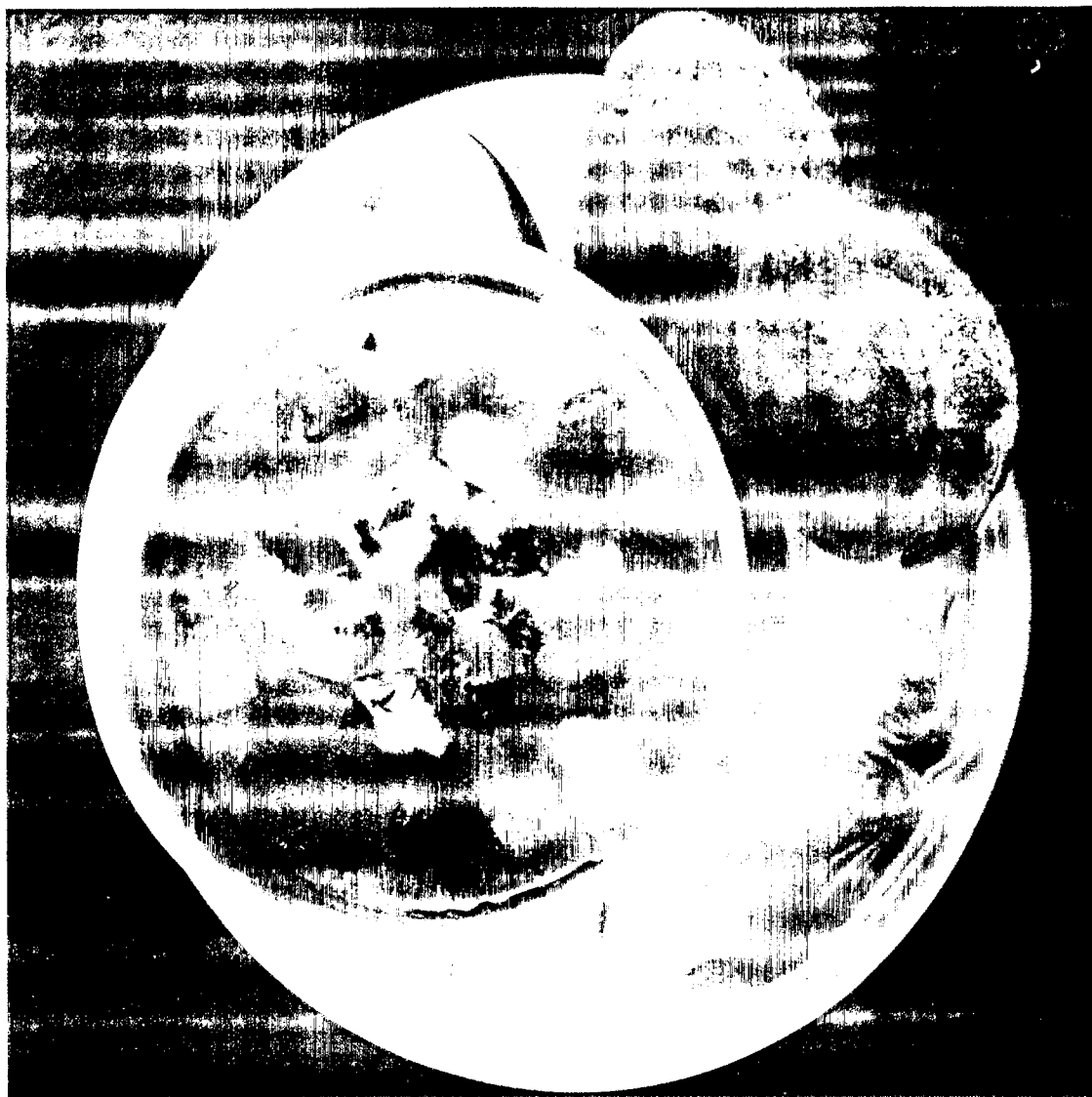
Soup is shown in bouillon cup with underliner

Soup Description:

- Soup:** Cheddar cheese soup according to recipe
- Garnish:** Cooked chopped bacon, cooked diced red, yellow and green pepper
- Method of Serving:**
- Place cheddar soup in soup cup/bowl
 - Arrange chopped bacon, diced red, yellow and green pepper in the center, on top of soup
- Note:** Soup may be served in a bouillon cup as shown or soup bowl with underliner

2042043216

2042043217



*Turkey Vegetable Soup
with Cheese Wafers*

Stew & Soup with Cheese Wafers

Ingredients & Method

Ingredients

Yield: 1 Gallon

Louis Rich Turkey (cut in 1/4 in. cubes)	1 lb.
Chicken or Turkey broth	1 gal.
Oil or butter	4 oz.
Turnips, 1/4 inch dice	4 oz.
Carrots, 1/4 inch dice	4 oz.
Celery, 1/4 inch dice	4 oz.
Onions 1/4 inch dice	4 oz.
Leeks, cut paysanne	8 oz.
Cabbage, cut paysanne	4 oz.
Garlic, minced	2 cloves
Potatoes, 1/4 inch dice	6 oz.
Vinegar (cider)	1/4 cup
Lima beans or green beans	4 oz.
Corn, frozen	4 oz.
Tomato concassee	4 oz.
Salt, pepper	t.t.
Parsley chopped	2 tsp.

Method

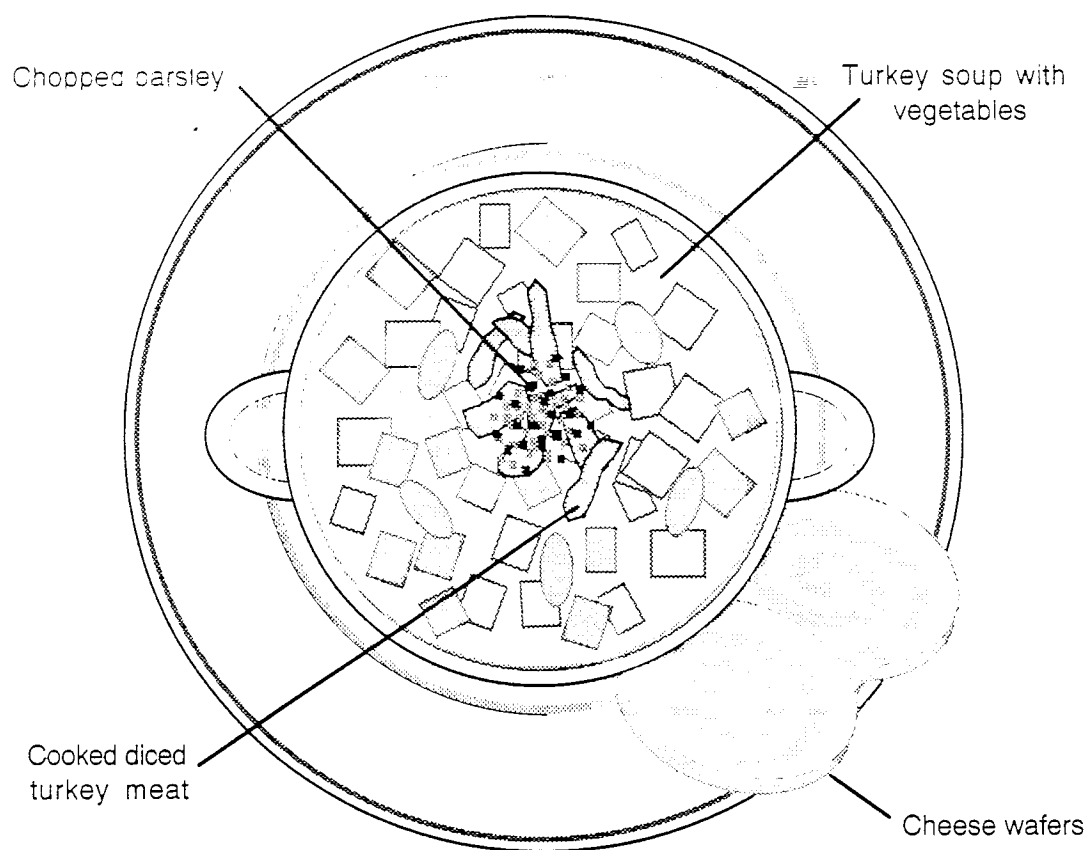
1. Sweat turnips, carrots, and celery in oil until 1/2 way cooked.
2. Add onions, leeks, cabbage and garlic, sweat 3-4 minutes longer.
3. Add turkey and stock to vegetables, simmer until turkey is tender.
4. Add beans and corn, simmer 3-4 minutes, add tomato concassee, return to a simmer.
5. Season, add parsley just before serving.

Option.

Cheese wafers may be served with the soup. (recipe follows)

2042043219

Turkey Vegetable Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup: Turkey vegetable soup according to recipe

Garnish: Vegetables in soup
Cooked diced turkey meat

Method of Serving:

- Place turkey soup in soup cup or bowl
(be careful to include the proper amount of vegetables)
- Place turkey meat in center on top of soup
- Sprinkle soup with chopped parsley
- Place two cheese wafers on the edge of the underliner

Note: Soup may be served in a bouillon cup as shown or soup bowl with underliner

2042043220

Cheese Wafers

Ingredients & Method

Ingredients

Yield: 12 crackers

Flour, sifted	1 cup
Salt	1/2 tsp.
Ice water	3-5 Tbsp.
Kraft cheddar cheese, grated	3/4 cup
Egg white slightly beaten	1 ea.
Butter	1/3 cup

Method

1. Sift flour and salt together
2. Cut in fat (course meal)
3. Add water gradually until moist.
4. Roll out 1/8" thick, spread half the dough with half the cheese.
5. Roll like jelly roll, sprinkle roll with remaining cheese.
6. Wrap in saran and chill.
7. Slice and arrange on ungreased sheet pan.
8. Bake at 450°F for 8-10 minutes.

2042043221

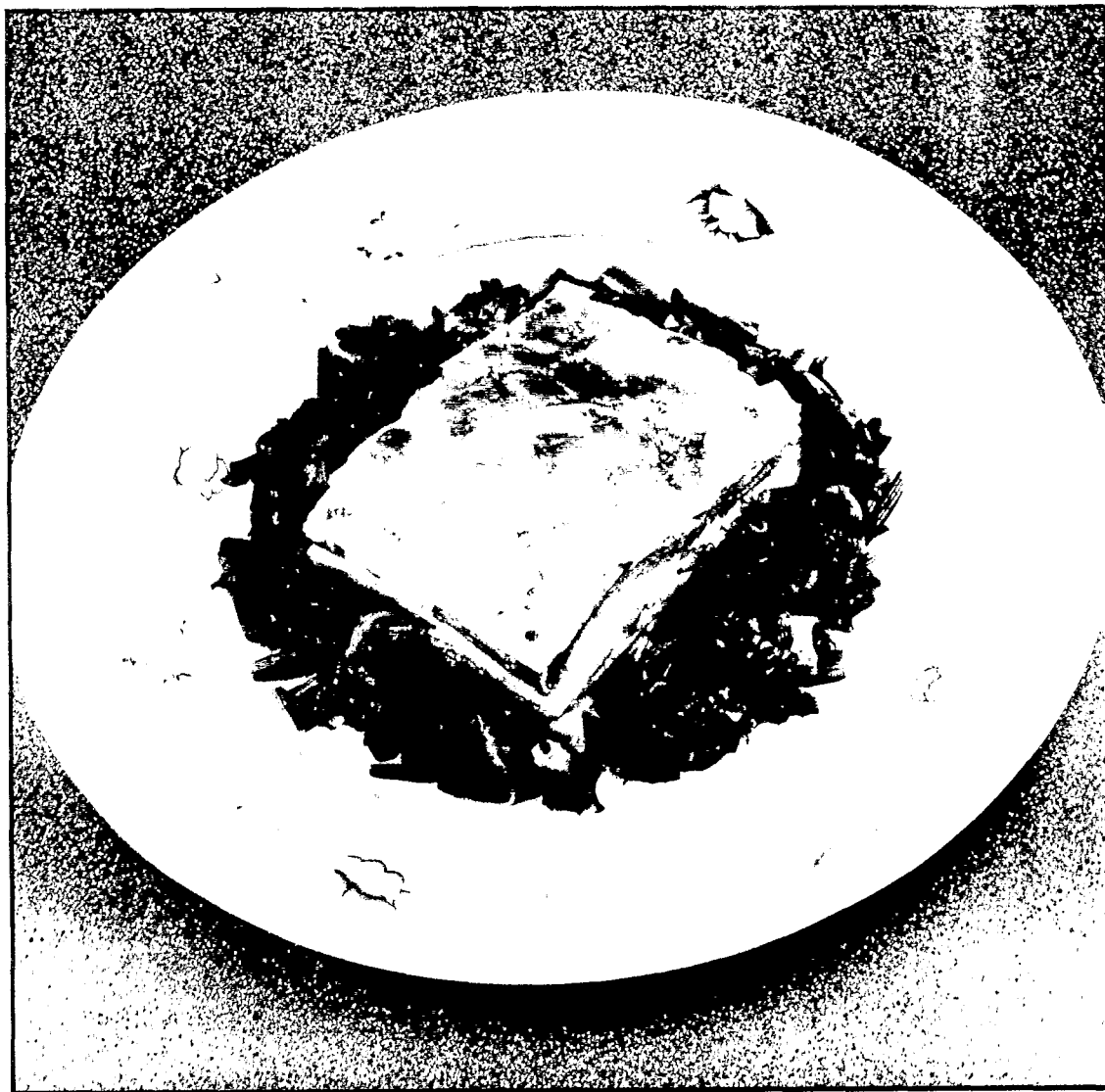
2042043222

2042043223



Hot Butter

2042043225



*Potato and Ham
Savoyard*

2042043226

Potato and Ham Savoyard

Ingredients & Method

Ingredients

Yield: 12 portions
/15 for smaller appetites

Potatoes, peeled, and sliced wafer thin.	6 lbs.
Kraft Swiss Cheese, shredded	1-1/2 lbs.
Oscar Mayer Buffet Jubilee Ham, 16 slices	3 lbs.
Onions, sliced	8 oz.
Garlic, chopped	6 cloves
Eggs	8
Butter	2 oz.
Salt	3 tsp.
White pepper	1/2 Tbsp.
Chicken stock, hot	1 qt.
Kraft Parmesan cheese, shredded	4 oz.

Method

1. Grease hotel pan with 1 oz. butter.
2. Sprinkle garlic in the bottom of pan.
3. In a large bowl combine potatoes, beaten eggs, Swiss cheese, salt and pepper, blend well.
4. Place 1/3 of potato mixture evenly over the bottom of the pan.
5. Arrange 8 slices of ham evenly over the top of the potatoes.
6. Place 1/3 of potatoes over ham.
7. Layer remaining ham over potatoes.
8. Finish with remaining potatoes, press down slightly.
9. Cover with 1 quart of stock, sprinkle with Parmesan cheese, dot with remaining butter.
10. Bake in a preheated 350°F oven for 90 minutes, until potatoes are tender and the top is nicely browned.
11. Let rest for 15 to 20 minutes and cut into desired portions.

2042043227

Braised Leafy Greens

Ingredients & Method

Ingredients

Yield: 12 portions

Assorted leafy greens cut in 1 inch pieces.	5 lbs.
Beet greens, mustard greens, Swiss chard, spinach	
Garlic, chopped	4 cloves
Onion, sliced	1 lb.
Butter	3 oz.
Pepper	1 tsp.
Salt	3 tsp.
Nutmeg	1/4 tsp

Method

1. Wash and clean greens thoroughly, drain well.
2. Cut into 1 inch pieces.
3. Heat butter in a large pot with a tight fitting lid.
4. When hot add garlic, cook for 1 minute, add onion.
5. When onion is translucent add greens, stir.
6. Cook for 2 to 3 minutes, stir and add seasoning.
7. If too much liquid has accumulated you may thicken this with a cup or two of quick oats.
8. Serve in a 2 inch pan with Potato Ham Savoyard.

2042043228

Potato and Ham Savoyard with Braised Leafy Greens

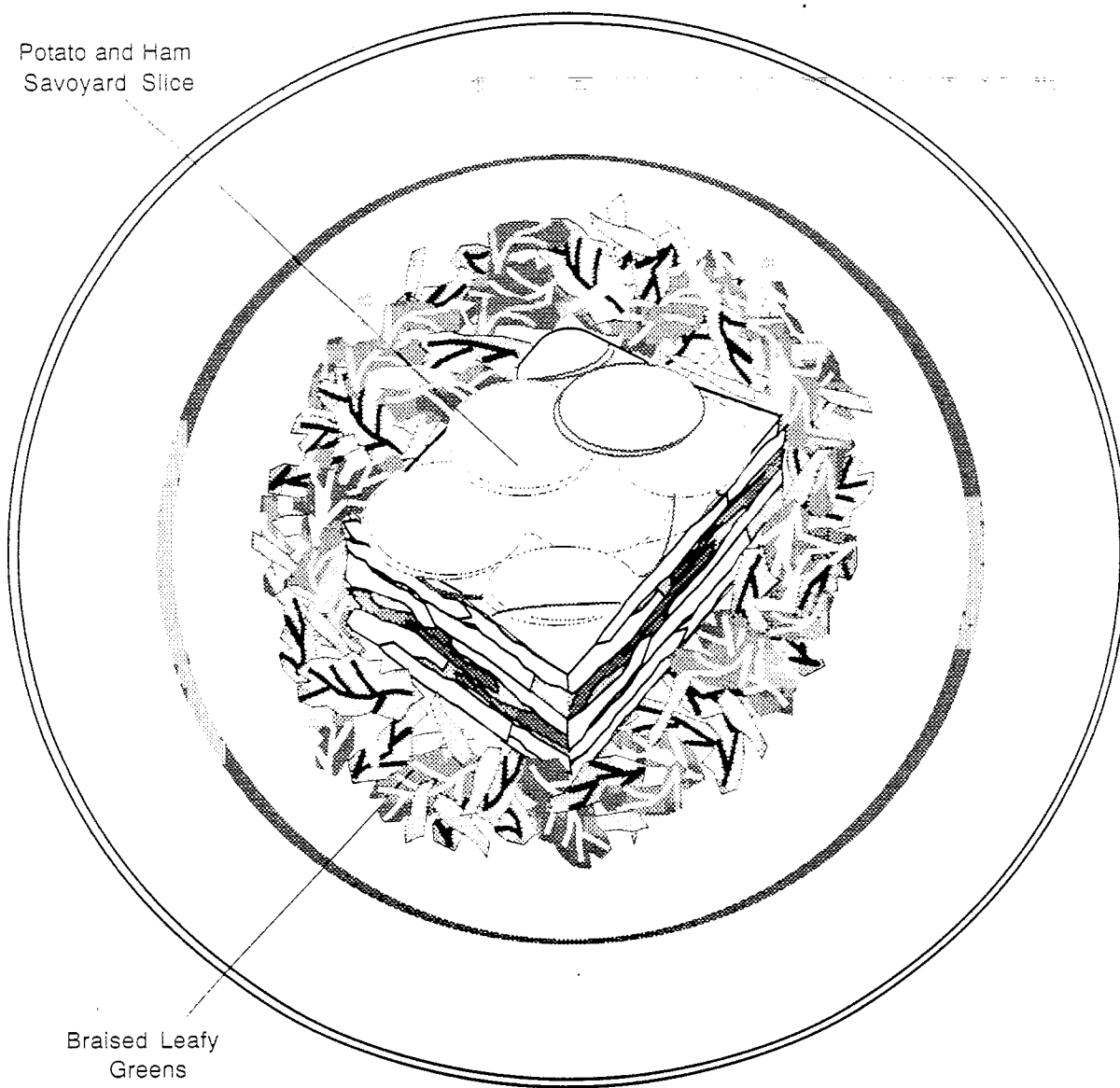


Plate Description:

Potato and Ham Savoyard:

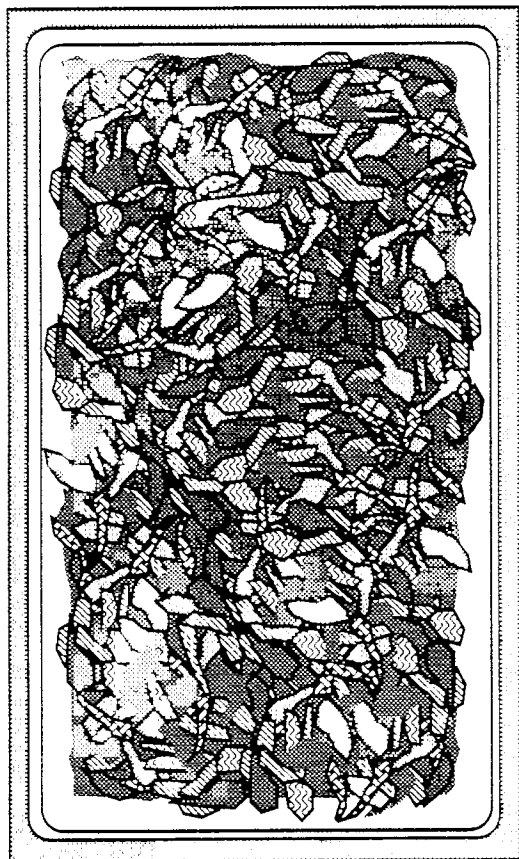
3 layers of sliced potatoes alternated with 2 layers of sliced Oscar Mayer Buffet Jubilee Ham, flavored with grated Kraft Sandwich-Cut Swiss Cheese, prepared according to recipe. Cut Potato and Ham Savoyard in a rectangle and place in the center of a plate

Braised Leafy Greens:

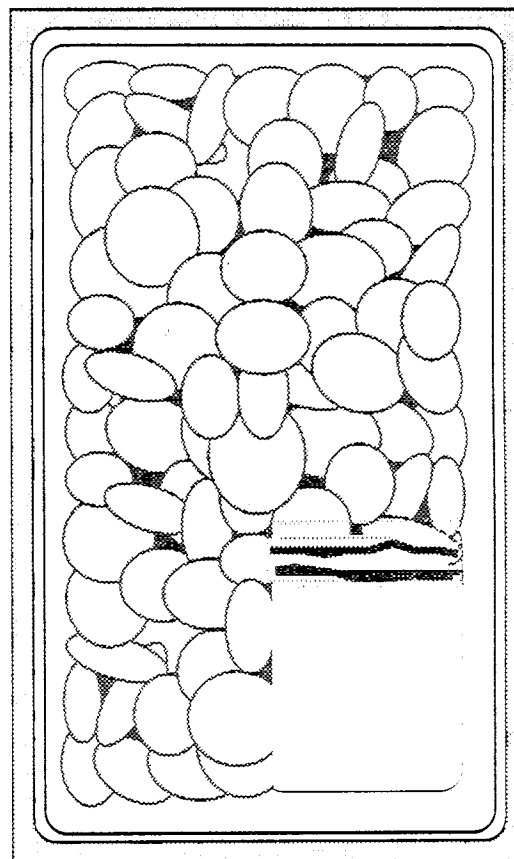
An assortment of seasonal greens (ex. mustard, beet, spinach, chard, etc.) prepared according to recipe. Portion cooked greens around the edges of the Potato and Ham Savoyard to form a circle

2042043229

Potato and Ham Savoyard
with Braised Leafy Greens
Chafing Dish Presentation for 12 Portions



Hotel pan showing
Braised Leafy Greens



Hotel pan showing Potato and Ham
Savoyard (two portions have been
removed to show interior of item)

Hotel Pan Description:

**Potato and Ham
Savoyard:**

3 layers of sliced potatoes alternated with 2 layers of sliced Oscar Mayer Buffet Jubilee Ham, flavored with grated Kraft Sandwich-Cut Swiss Cheese. Prepare ingredients according to recipe, cook in the hotel pan, clean edges of pan before presenting.

**Braised Leafy
Greens:**

An assortment of seasonal greens (ex. mustard, beet, spinach, chard, etc.) prepared according to recipe. Portion cooked greens in a hotel pan.

2042043230

2042043231



*Barbecued
Beef Fajita*

Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad

Ingredients & Method

Barbecued Beef Fajita

Ingredients:

Yield: 12 portions

Oscar Mayer. roast beef, top round, cooked, sliced wafer thin.	3 lbs.
Oven Pit barbecue sauce	4 cups
General Foods sweet and sour sauce	2 cups
Stock or water	3 cups
Flour tortillas, 10 inch.	24 ea.

Method

1. Combine all ingredients, except tortillas, and heat in low oven at 325°F until hot, 25 to 35 minutes.
2. Heat flour tortillas in microwave until hot.
3. Brush or dip each tortilla with hot barbecue sauce to avoid breaking and tearing.
4. Lightly grease a 2 inch hotel pan with vegaleen.
5. Fill each with 2 oz of barbecue beef mixture and roll up envelope style, and place in pan.

2042043233

Cabbage and Pineapple Salad

Ingredients & Method

Method:

Yield: 12 Portions

Savoy cabbage, one inch dice	2 lbs.
Pineapple chunks, fresh	1 lb.
Kraft cole slaw dressing	2 cups
Pepper	1 tsp.
Salt	1 tsp.
Chives, chopped, (for garnish)	2 Tbsp.
optional	

Method:

1. Combine all ingredients except chives and reserve.
2. Serve cabbage salad in a separate bowl.

Corn Salsa

Ingredients & Method

Method:

Yield: 12 Portions

Kraft Prestige corn relish	2 cups
Red onion, chopped	6 oz.
Red pepper	6 oz.
Green pepper	6 oz.
Jalapeno pepper, chopped very fine	1-1/2 oz.
Lime juice, fresh	1/3 cup
Scallion (green onion), sliced, (for garnish) optional	1 cup

Method

1. Combine all ingredients except scallions and reserve.
2. Place salsa in the center of the plate and sprinkle with sliced green onion.

2042043234

Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad

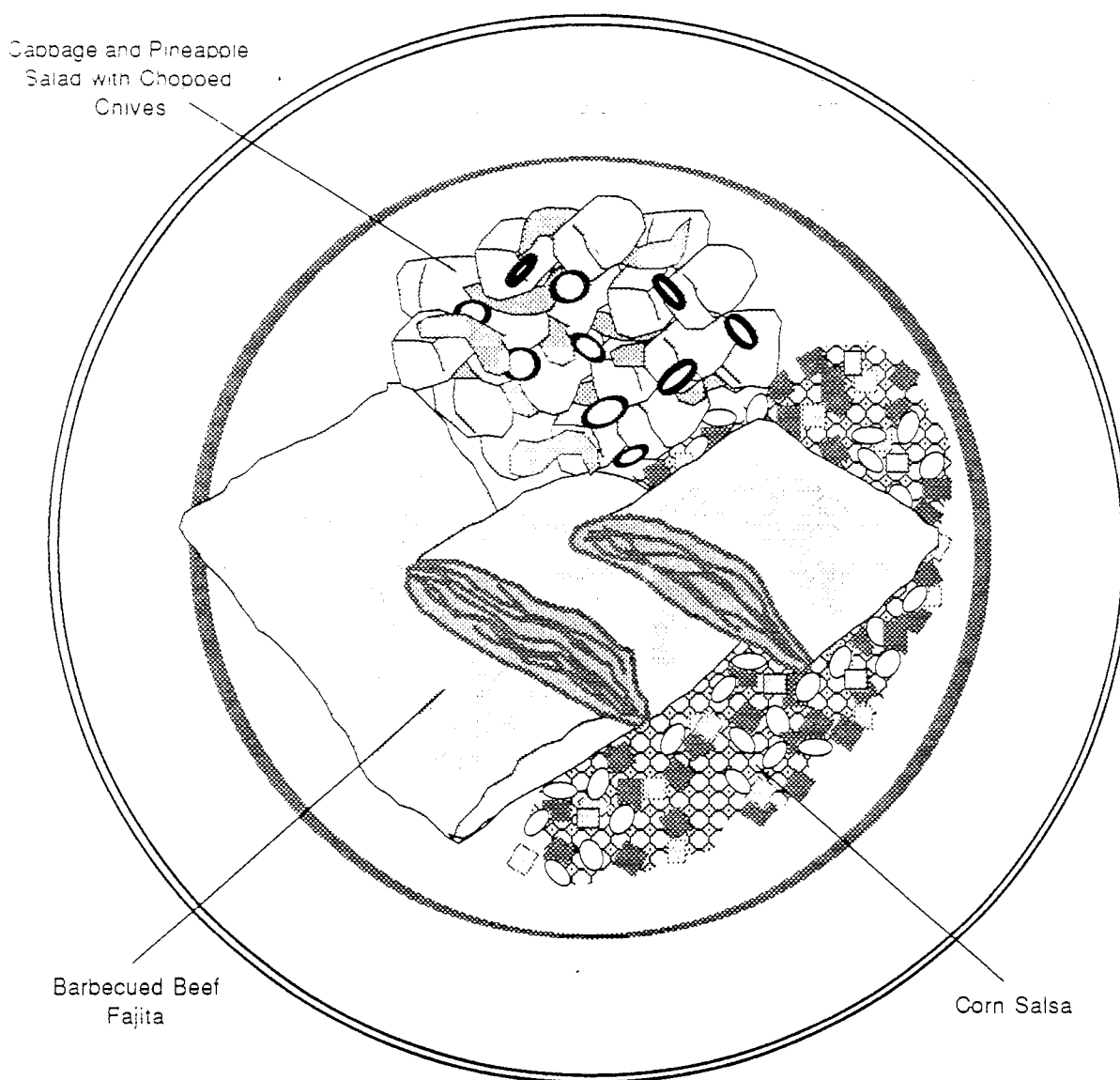


Plate Description:

Barbecued Beef Fajita:

Prepare according to recipe, place one fajita on the plate, cut the second fajita in half and placed overlapping the first fajita as illustrated

Corn Salsa:

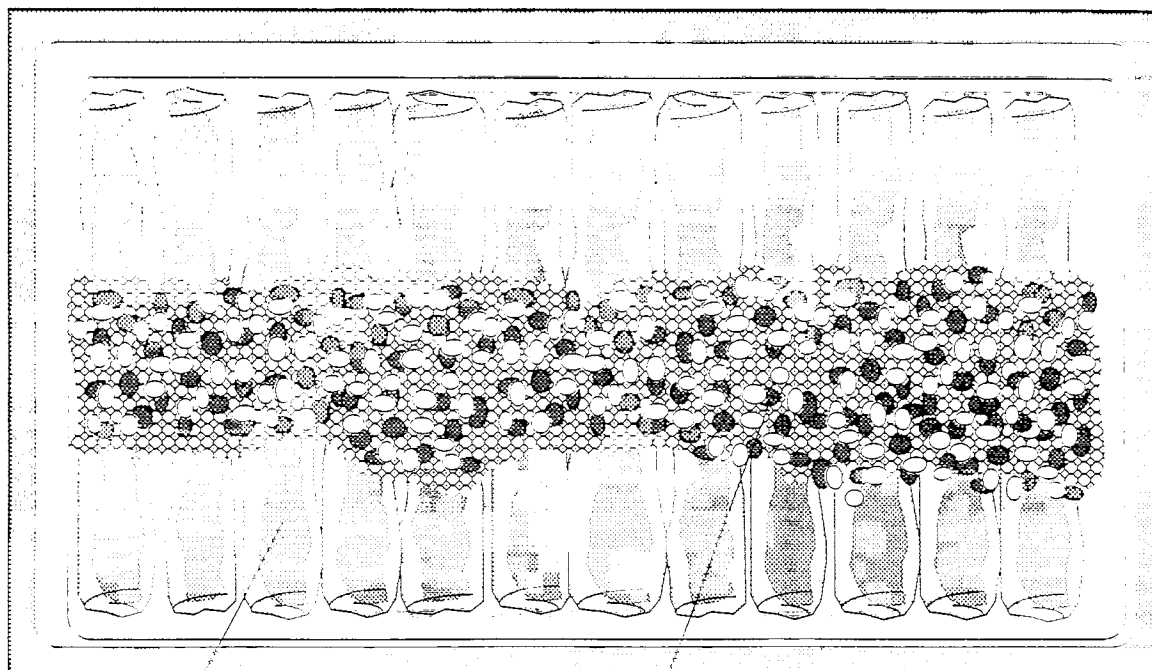
Prepare according to recipe, pooled around fajita as illustrated

Cabbage and Pineapple Salad:

Prepare according to recipe, place on the plate above the fajita as illustrated, sprinkle with chopped chives

2042043235

Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad Chafing Dish Presentation 12 portions

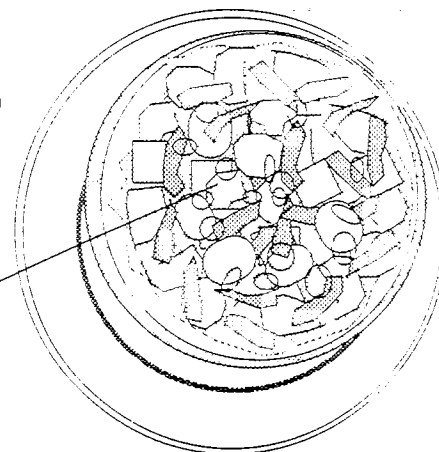


Barbecued Beef Fajita

Corn Salsa

Hotel Pan Showing Presentation

Cabbage and Pineapple Salad
with Chopped Chives



Side Bowl Presentation

Hotel Pan Description:

Barbecued Beef Fajita:

Prepare according to recipe, arrange in two rows, side by side, down the length of a hotel pan, as illustrated.

Corn Salsa:

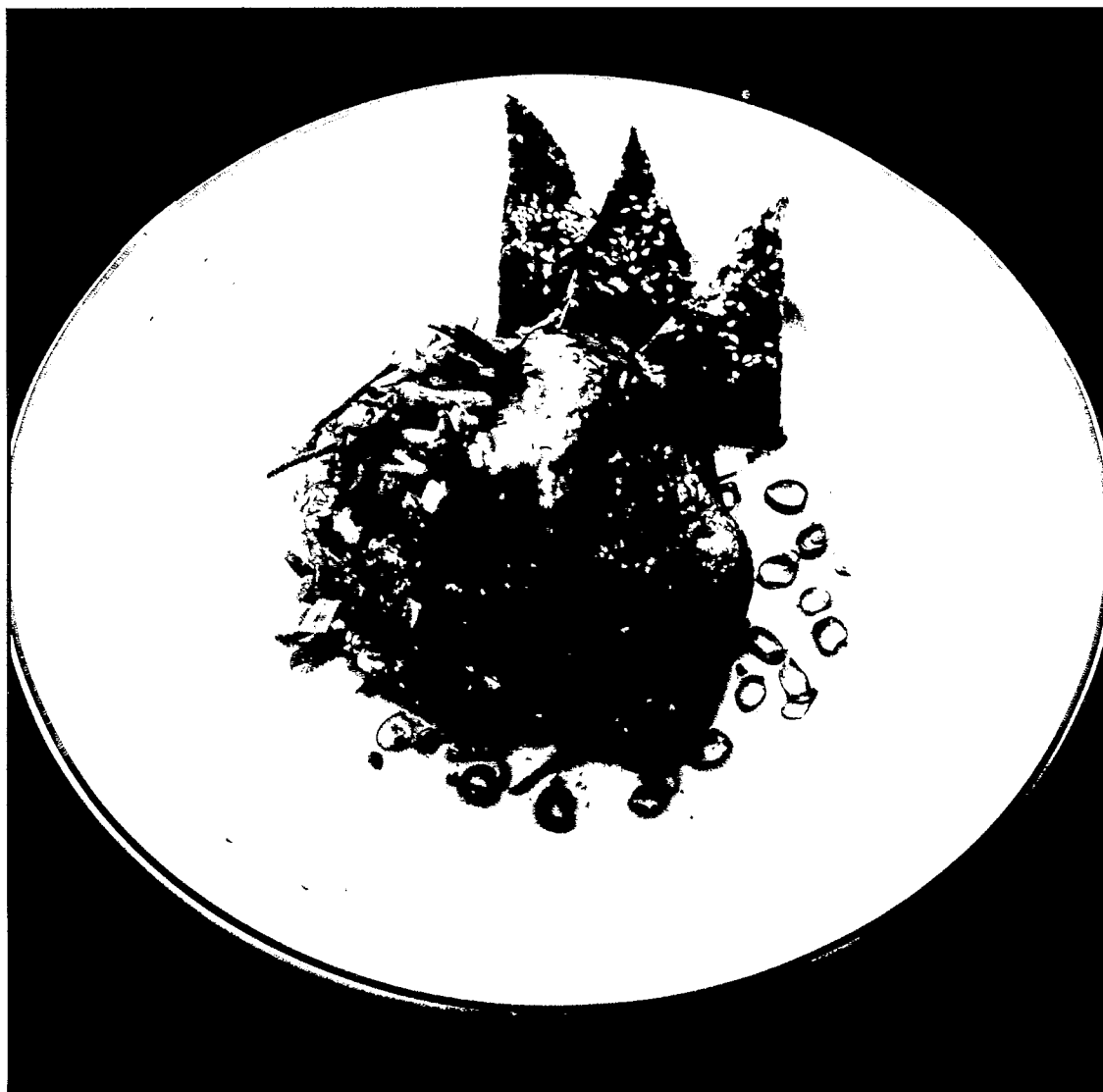
Prepare according to recipe, place in the center, on top of the row of fajitas.

Cabbage and Pineapple Salad:

Prepare according to recipe, serve in a bowl with underliner, place next to chafing dish

2042043236

2042043237



*Sweet and Sour
Chicken Breast*

2042043238

Sweet and Sour Chicken Breast

Ingredients & Method

Ingredients

Yield: 12 portions

Chicken breasts, Teriyaki style	12 ea.
Sauce Works sweet and sour sauce	1 qt.
Stock	1 cup

Method:

1. Place chicken on lined sheet pan evenly.
2. Brush chicken with sweet and sour sauce.
3. Place in oven and cook for 8 minutes.
4. Remove, brush again, and cook 8 minutes more. (do not over cook)
5. Use remaining sauce and thin down with stock for chafing dish.

2042043239

Sweet and Sour Chicken with Nappa Cabbage Stir-Fry and Toasted Boboli

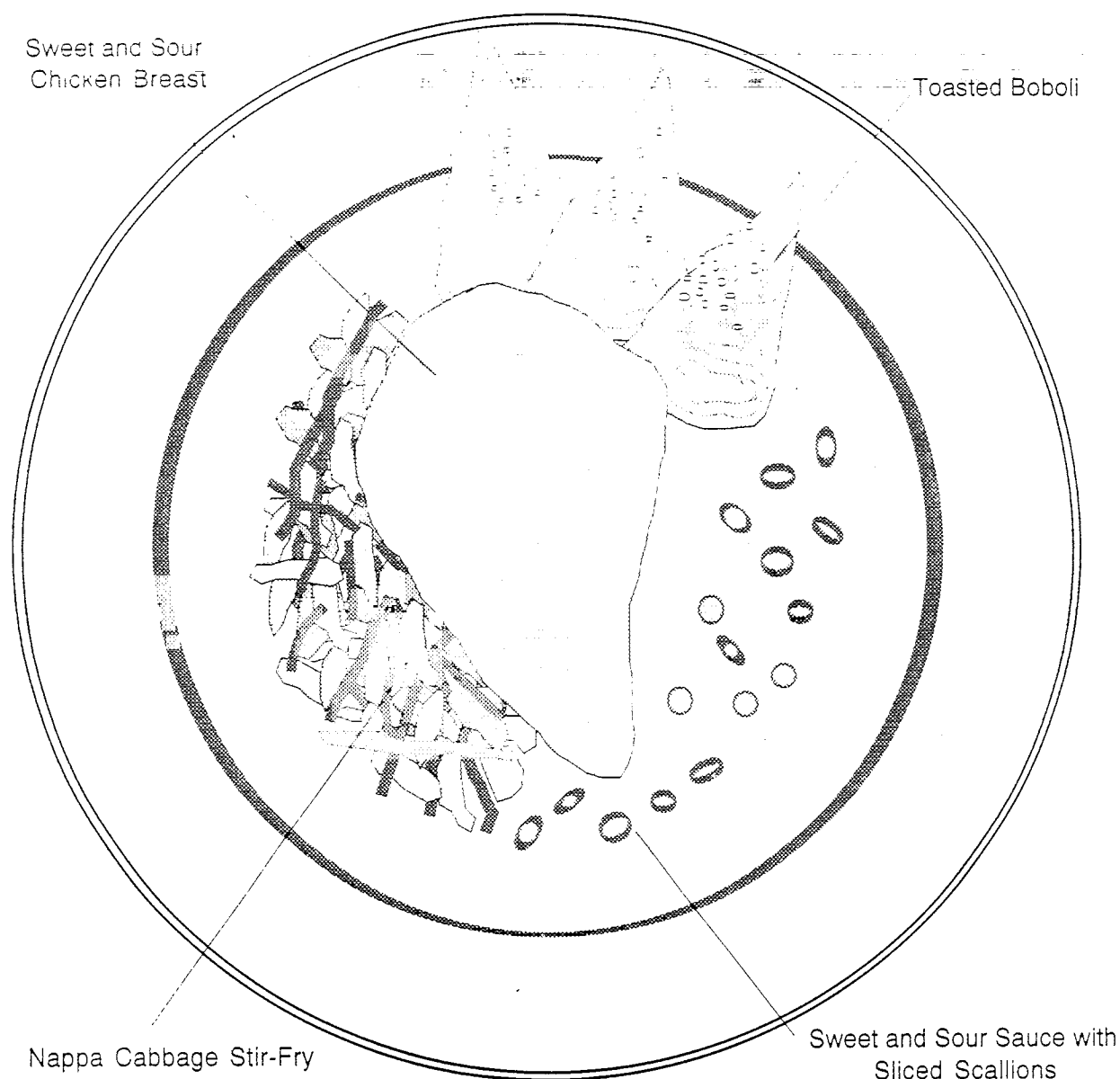


Plate Description:

Sweet and Sour Chicken Breast:

Prepare and cook chicken according to recipe, arrange in the center of a plate on a bed of Nappa Cabbage Stir-Fry.

Nappa Cabbage Stir-Fry:

Prepare and cook cabbage according to recipe, arrange on the side of plate as illustrated.

Toasted Boboli:

Prepare according to recipe, cut into 6 wedges, arrange 3 wedges overlapping each other behind chicken, as illustrated.

Sauce:

Pool Sweet and Sour Sauce in front of chicken, sprinkle with sliced scallions.

2042043240

Nappa Cabbage Stir-Fry

Ingredients & Method

Ingredients

Yield: 12 portions

Cabbage Nappa or other white cabbage cut into 1/2 inch chunks	3 lbs.
Kraft vegetable oil	1/2 cup
Sesame oil	1 Tbsp.
Fresh ginger, chopped	1 Tbsp.
Fresh garlic, chopped	1 Tbsp.
Scallions, chopped, bottoms only	2 Tbsp.
Carrots, julienne	2 cups
Hot chili paste (optional)	1/2 Tbsp.
Green onion tops	1 cup
Mushroom soy sauce	1 Tbsp.

Method

1. Heat large sautoir on high heat.
2. Add oils
3. Add ginger, garlic, and scallions.
4. Cook for 1-1/2 minutes to develop flavor.
5. Add carrots and cook for 1 minute longer.
6. Add cabbage and cook until al dente.
7. Add chili paste.
8. Stir once more and remove from heat, taste and adjust seasoning.

2042043241

Toasted Boboli Sesame Triangles

Ingredients & Method

Method:

Yield: 12 Portions

Boboli , 6 inch.	4 ea.
Kraft vegetable oil	1/2 cup
Sesame seeds	2 Tbsp.

Method

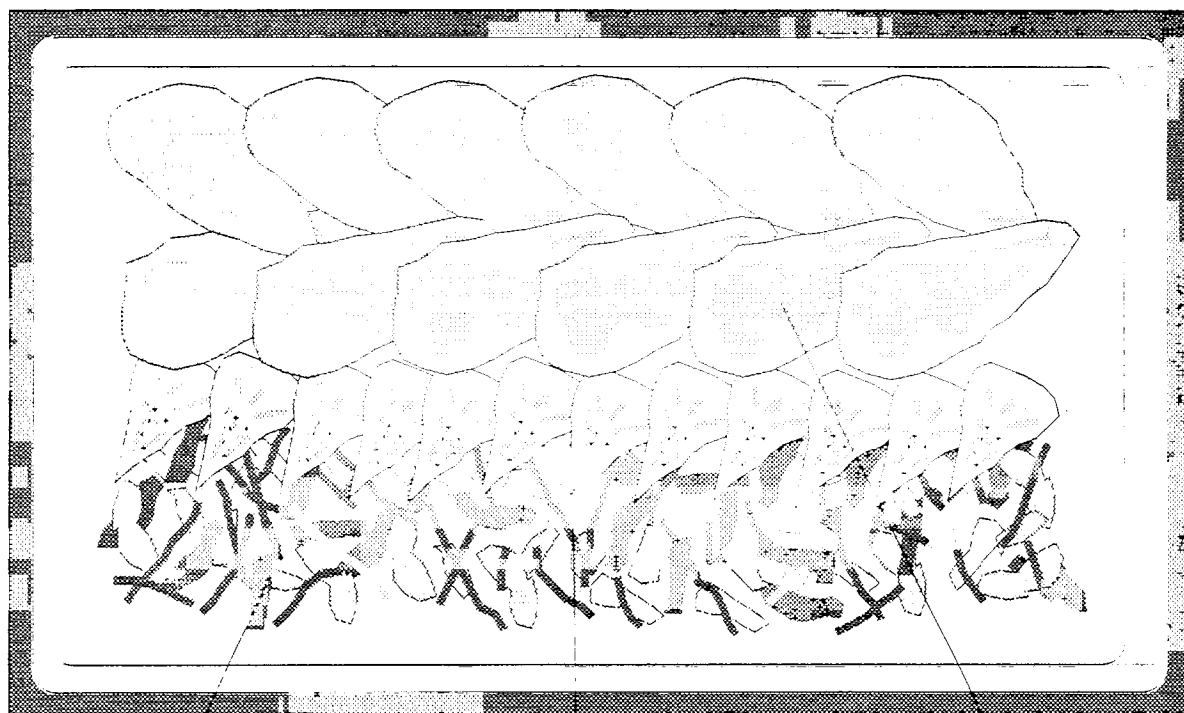
1. Split boboli carefully.
2. Drizzle top and bottom of of boboli with oil.
3. Sprinkle with sesame seeds.
4. Cut each 6 inch disc into 8 wedges.
5. Place on sheet pan and toast in oven at 350°F, until crisp, reserve.

2042043242

2042043243

Sweet and Sour Chicken with Nappa Cabbage Stir-Fry and Toasted Boboli

Chafing Dish Presentation for 12 portions



Nappa Cabbage Stir-Fry

Toasted Boboli

Sweet and Sour Chicken

Hotel pan showing presentation

Hotel Pan Description:

Sweet and Sour Chicken:

Prepare according to recipe, arrange in two overlapping rows down the length of the hotel pan, as illustrated.

Nappa Cabbage Stir-Fry:

Prepare according to recipe, arrange down the length of the hotel pan next to the chicken.

Toasted Boboli:

Prepare according to recipe, arrange in one overlapping row down the length of the hotel pan, next to the chicken, on top of cabbage (add the boboli to the presentation just before service to prevent loss of crispness)

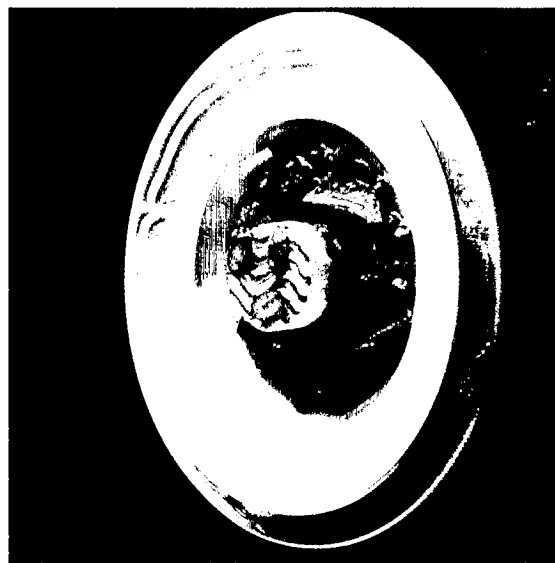
Sweet and Sour Sauce:

Present in a sauce boat, place next to the chafing dish

Source: <https://www.industrydocuments.ucsf.edu/docs/nmxl0000>

2042043244

2042043245



Desserts

2042043247



*Lemon Cheese Tarts
with Berries*

2042043248

Lemon Cheese Tarts with Berries and Citrus Sauces

Components & Serving Method

Components:

1 plate

Cheesecake wedges (recipe to follow)	3 ea.
Lime sauce (recipe to follow)	1/2 oz.
Lemon sauce (recipe to follow)	1/2 oz.
Lime confit (recipe to follow)	3 pieces
Lemon confit (recipe to follow)	3 pieces
Raspberries or blackberries (21 ea.)	2-1/4 oz.
Powdered sugar	as needed

Method of serving dessert:

1. Arrange cheesecake wedges on plate
2. Pool lime sauce in center of plate
3. Pool lemon sauce around lime sauce.
4. Arrange berries on cheesecake wedges.
5. Add confit of lemon and lime to sauces.
6. Sprinkle edges of cheesecake with powdered sugar.

2042043249

Cheesecake

Ingredients & Method

Ingredients:**Yield:** 36 wedges / 9 tarts

Cookie crust (recipe to follow)	2 oz.
Cheesecake:	
Milk	8 oz.
JELL-O cheese cake	8 oz.
Lemon, grated	2 tsp.
Lemon juice	1-1/2 oz.
Cool Whip	8 oz.

Method:

1. Carefully roll out Hazelnut cookie crust, line 6" tart pans, pre-bake in a 350°F oven until done, cool.
2. To make cheesecake; combine milk, **JELL-O** cheesecake, grated lemon and lemon juice, whip for 3 minutes, scraping sides of bowl.
3. Fold in **Cool Whip**.
4. Fill pre-baked cooled tarts, chill until set, cut each tart into four pieces (each portion will need 3 wedges).

Hazelnut Crust

Ingredients & Method

Ingredients:**Yield:** 9 tarts

Butter	12 oz.
Sugar	9 oz.
Hazelnuts, fine ground	8 oz.
Fine cake crumbs	2 oz.
Egg	1 ea.
Egg yolk	1 ea.
Cake flour	15 oz.
Cinnamon	1/8 tsp.
Vanilla	1/4 tsp.
Calumet Baking Powder	1/8 tsp.

Method:

1. Cream butter and sugar.
2. Add egg, egg yolk, and dry ingredients, mix until combined.
3. Refrigerate, before using.

2042043250

Lime Sauce

Ingredients & Method

Ingredients:**Yield:** 12 servings

Water	8 oz.
Lime JELL-O	2 oz.
Lime juice	1/4 oz.
Lime syrup	1/4 oz.

Method:

1. Heat water, add lime **JELL-O** and dissolve.
2. Add lime juice and lime syrup, stir in, cool to 80°F and use when sauce starts to thicken

Lemon Sauce

Ingredients & Method

Ingredients:**Yield:** 12 portions

Milk	10 oz.
JELL-O Lemon pudding	1-1/4 oz.
Lemon, grated	1/4 tsp.
Lemon syrup	1 oz.

Method:

1. Combine all ingredients, whip for 3 minutes.

2042043251

Simple Syrup

Ingredients & Method

Ingredients:**Yield:** 18 oz.

Water	8 oz.
Sugar	8 oz.
Lemon zest	1 oz.
Lime zest	1 oz.

Method:

1. Combine all ingredients, bring to a boil.
2. Store in the refrigerator.

Lime and Lemon Confit with syrup

Method

Method:

1. Blanch lime and lemon zest separately in water, drain.
2. Poach zests in simple syrup separately until tender, do not boil.
3. Store in refrigerator.

Use syrup for flavoring, use zest for decorating

2042043252

2042043253

Lemon Cheese Tarts with Berries and Citrus Sauces

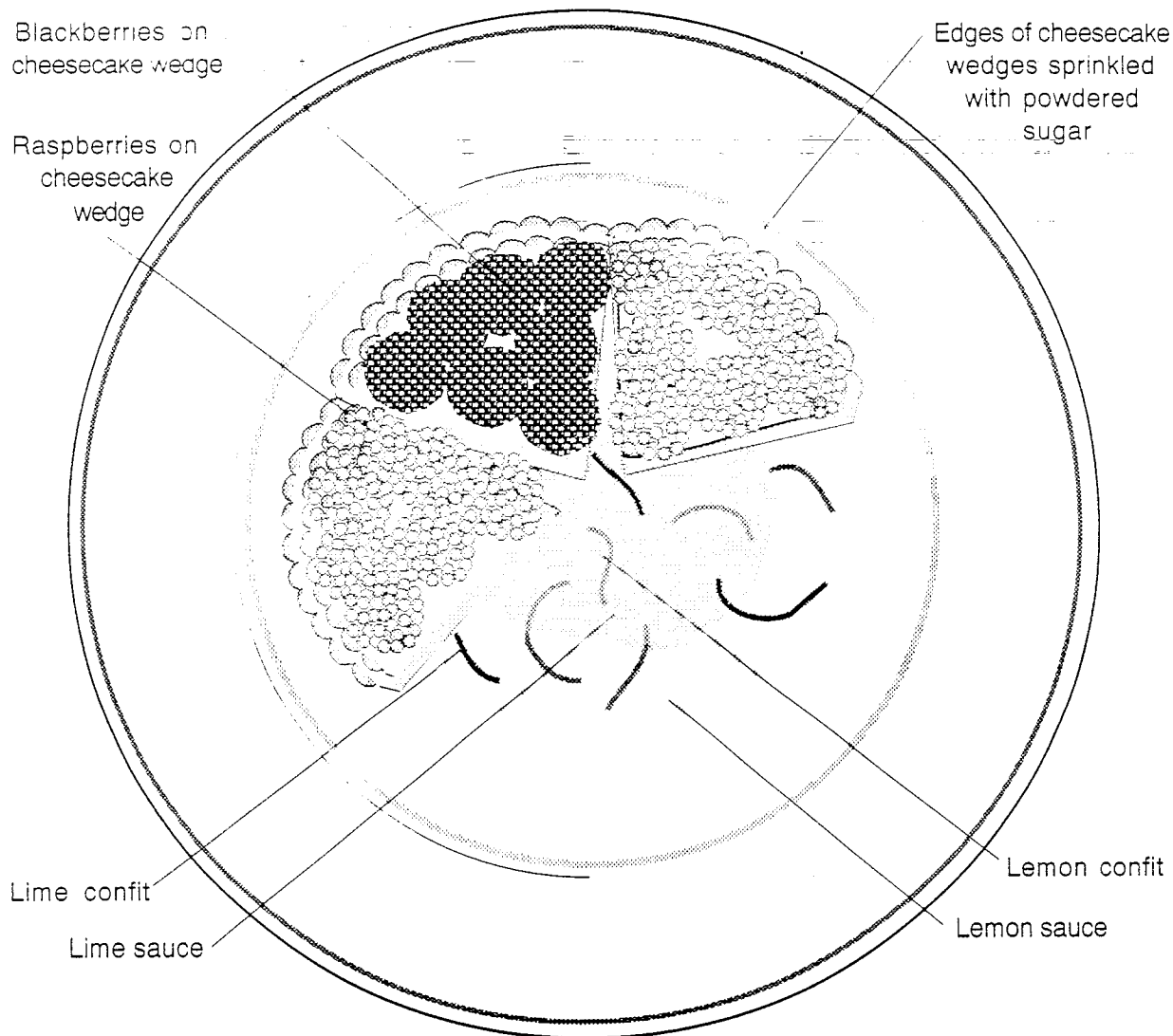


Plate Description:

Dessert: Cheesecake wedges with raspberries and blackberries on top according to recipe

Lemon sauce with lemon confit according to recipe
Lime sauce with lime confit according to recipe

Garnish: Sauces with confit

Method of Serving:

- Arrange cheesecake wedges on plate
- Pool lime sauce in center of plate
- Pool lemon sauce around lime sauce
- Arrange berries on cheesecake wedges
- Add confit of lemon and lime to sauce
- Sprinkle edges of cheesecake wedges with powdered sugar

2042043254

2042043255



*Lime and
Strawberry Gelee*

2042043256

Lime and Strawberry Gelee

Components & Method

Components:

Yield: 1 plate

Lime gelee (recipe to follow)	3 oz.
Strawberry gelee (recipe to follow)	2 oz.
Caramel almond crisp (recipe to follow)	2 each
Strawberry salsa (recipe to follow)	1 oz.
Powdered sugar	as needed

Method of serving dessert:

1. Fill the bottom of a white wine glass with 1 oz. of lime gelee, allow to set.
2. For the next layer add 1 oz. of strawberry gelee, allow to set.
3. Repeat this process, with a layer of lime gelee, strawberry gelle and a final layer of lime gelee, chilling between each layer.
4. Spoon 1oz. of strawberry salsa on the top of each dessert.
5. To arrange dessert; place wine glass on paper doily on plate.
6. Arrange 2 caramel almond crisps on edge of plate.

2042043257

Lime Gelee

Ingredients & Method

Ingredients: **Yield:** 12 servings

Water	12 oz.
Lime JELL-O	6 oz.
Knudsen Yogurt	18 oz.

Method:

1. Heat water, add lime **JELL-O** and dissolve.
2. Add Knudsen yogurt, stir in, cool to 80°F and fill into wine glasses as described in dessert assembly.

Strawberry Gelee

Ingredients & Method

Ingredients: **Yield:** 12 portions

Water	10 oz.
Strawberry JELL-O	5 oz.
Strawberry puree	10 oz.

Method:

1. Heat water, add strawberry **JELL-O** and dissolve.
2. Add strawberry puree, stir in, cool to 80°F and fill into wine glasses as described in dessert assembly.

Strawberry Salsa

Ingredients & Method

Ingredients:

Yield: 12 portions

Fresh strawberries, chopped	6 oz.
Lime confit, julienne recipe included with lemon cheese tarts)	1/4 oz.
Lime syrup	2 oz.
Tequila	2 oz.
Strawberry puree 10%	2 oz.

Method:

1. Combine all ingredients, mix together.

Caramel Almond Crisps

Ingredients & Method

Ingredients:

Yield: 24 each

Kraft Caramel Cubes	24 ea.
Almonds, slivered	2 oz.

Method:

1. Roll out **Kraft caramel cubes** to 3-1/2",
place almonds on top.
2. Bake in a 325°F oven until well browned,
cool slightly.
3. While still warm, shape over mold, store
in an airtight container.

2042043259

Lime and Strawberry Gelee with Caramel Almond Crisps

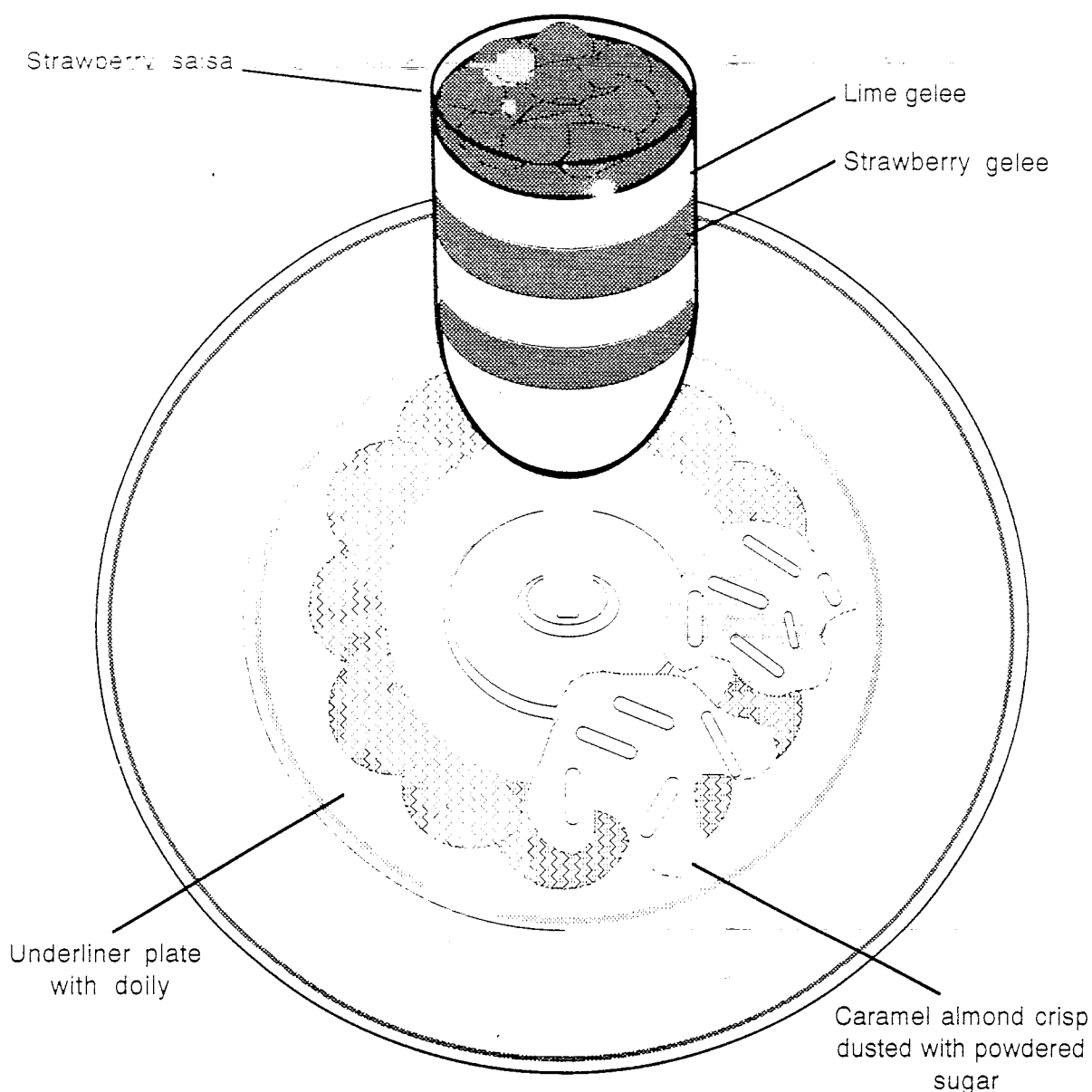


Plate Description:

Dessert: Lime gelee, strawberry gelee, strawberry salsa according to recipe

Garnish: Caramel almond crisp dusted with powdered sugar

Method of Serving: Wine glass filled in the following order:

- First layer from bottom lime gelee
- Second layer strawberry gelee
- Third layer lime gelee
- Fourth layer strawberry gelee
- Fifth layer lime gelee
- Top layer strawberry salsa

Place two caramel almond crisps on the underliner

2042043261



*Chocolate Mousse with
Meringue Hat*

2042043262

*Chocolate Mousse with Meringue Hat
on Fresh Fruit Gelee*

Components & Method

Components:

Yield: 12 portions

Chocolate mousse (recipe to follow)	1 portion
Meringue (recipe to follow)	1 portion
Lemon gelee	2 oz.
Fresh fruit (in season)	2 oz.
Toasted sliced almonds	3 slices

Method of serving dessert:

1. Place fruit in soup plate, allow room in the center for the chocolate mouse.
2. Pour lemon gelee over the fruit and allow to set in the refrigerator.
3. Place chocolate mousse in center of the plate.
4. Place meringue on top of chocolate mousse.
5. Arrange 3 slices of toasted almond on top of meringue.

2042043263

Chocolate Mousse

Ingredients & Method

Ingredients:

Yield: 12 portions

Chocolate Whip N' Chill Mousse	10 oz.
Milk	5 oz.
Vanilla bean, scraped out	1/4 tsp.
Cool Whip	6 oz.
Chocolate, grated	3 oz.
Rum, dark	2 tsp.

Method:

1. Combine chocolate **Whip N' Chill**, milk, vanilla bean, whip for 10 minutes
2. Fold in **Cool Whip**, grated chocolate and rum.
3. Fill into molds, (2" diameter x 1-1/2" high), freeze.
4. Unmold just before service by dipping mold in hot water for a few seconds, then turn mold over, tap edge and drop mousse onto tray, refreeze if necessary, remove to plate when needed.

Meringue

Ingredients & Method

Ingredients:

Yield: 12 portions

Egg whites	4 ea.
Sugar	3 oz.
Vanilla, extract	1/8 tsp.

Method:

1. Combine egg whites and sugar, whip until stiff peaks, add vanilla.
2. Spread meringue 3/4" thick on parchment paper on a sheet pan.
3. Bake in a 350°F oven until browned, (do not let meringue rise).
4. Cool, cut with 2" cutter.

2042043264

Lemon Gelée

Ingredients & Method

Ingredients:

Yield: 12 portions

Lemon JELL-O	4 oz.
Wine	12 oz.
Orange juice	12 oz.
Mixed fresh fruit	24 oz.

Method:

1. Heat wine and orange juice.
2. Pour over Lemon **JELL-O** and dissolve.
3. Cool to 80°F and pour over arranged fresh fruit, chill.

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Chocolate Mousse with Meringue Hat on Fresh Fruit Gelee

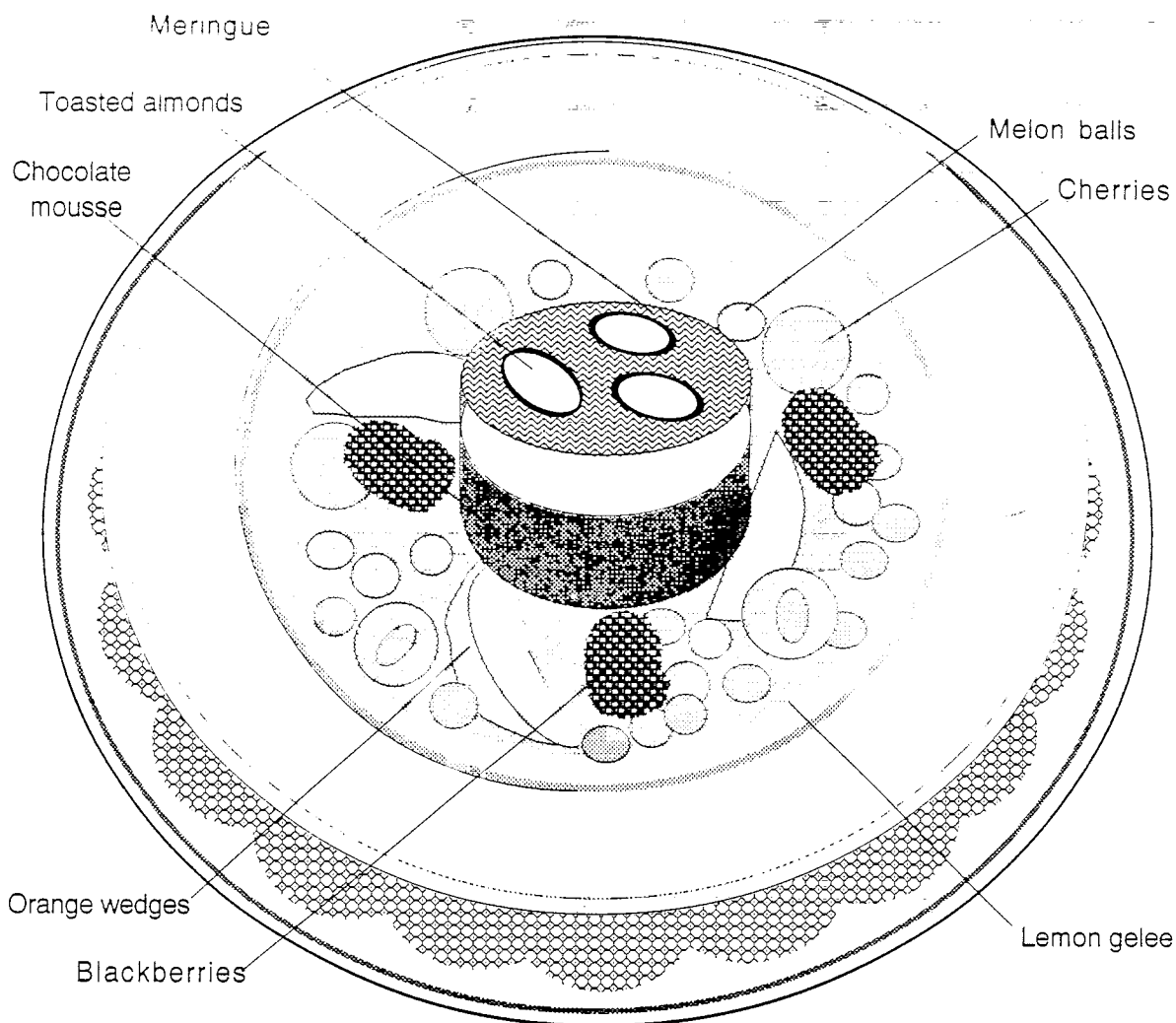


Plate Description:

Dessert:

Chocolate mousse with meringue hat with toasted almonds
according to recipe

Lemon gelee according to recipe

Garnish:

Fresh fruit arranged in lemon gelee

Method of Serving:

- Place fruit in soup plate allow room in center for mousse
- Pour lemon gelee over fruit, allow to set in refrigerator
- Place chocolate mousse in center of plate
- Place meringue on top of chocolate mousse
- Decorate top of meringue with toasted almonds

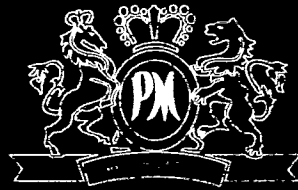
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2042043268

M^l Lively

Seal Roast

Cool Whip



Whip

Two Cakes

For 1000

Whiz

Port Wine

Whiz

Stakstone's

Country Time

Louis Rich

Whip

Lender's

Beyer's

Whiz Beer

Bird's Eye

Löwenbräu

M^l Lively

Seal Roast

Cool Whip

Whiz Whip

Paig

Baroness

Whiz Whip

**Deli Menu
Suggestions**

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Deli Item Suggestions

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company sponsored events as is practical, and to showcase our brands to their best advantage.

"The recipes in this guide have been developed by The Culinary Institute of America as an industry service for Philip Morris."

2042043271

Luncheon Menu

Suggestions

Cotto Salami and Luzzati Provolone Cheese Plate _____ 5

Smoked Turkey with Mixed Greens,
Cornbread and Cranberry Sauce _____ 9

Fruit, Cheese, and Cold Cut Plate
with Waldorf Salad and French Croutons _____ 15

Roast Beef with Mixed Greens, European Salad and Slaw _____ 21

Ham and Swiss on a Pumpernickel-Raisin Bagel with
Mixed Greens, Walnuts and Bleu Cheese _____ 27

Mexican Pizza with Smoked Turkey and Cobb Salad _____ 31

Cold Cut and Cheese Platters for 12 or 36 _____ 37

2042043272

2042043273



*Cotto Salami
& Luzzati Provolone
Cheese Plate*

Cotto Salami and Luzzati Provolone Cheese Plate

Ingredients & Method

Ingredients:

Yield: 1 plate

Cotto salami	3 oz
Luzzati provolone cheese	2 oz.
Plum tomato, sliced	1 oz.
Red onion, thinly sliced	3/4 oz.
Mixed greens	3/4 oz.
Royal pepperoncine	1 each
Royal black olives	2 each
Lender's onion bagel	1 each
Kraft golden Italian	1 tsp.

Method:

1. Split bagel and slice in half.
2. Slice each half-bagel in half again.
3. Arrange the four half-slices of the bagel around the plate, forming a circle, the cut side of the bagel facing down
4. Arrange slices of salami on top of bagels; next arrange the provolone, thinly sliced onions, sliced plum tomatoes, pepperoncine, and finally tossed mixed greens.

Cotto Salami and Luzzati Provolone Cheese Plate

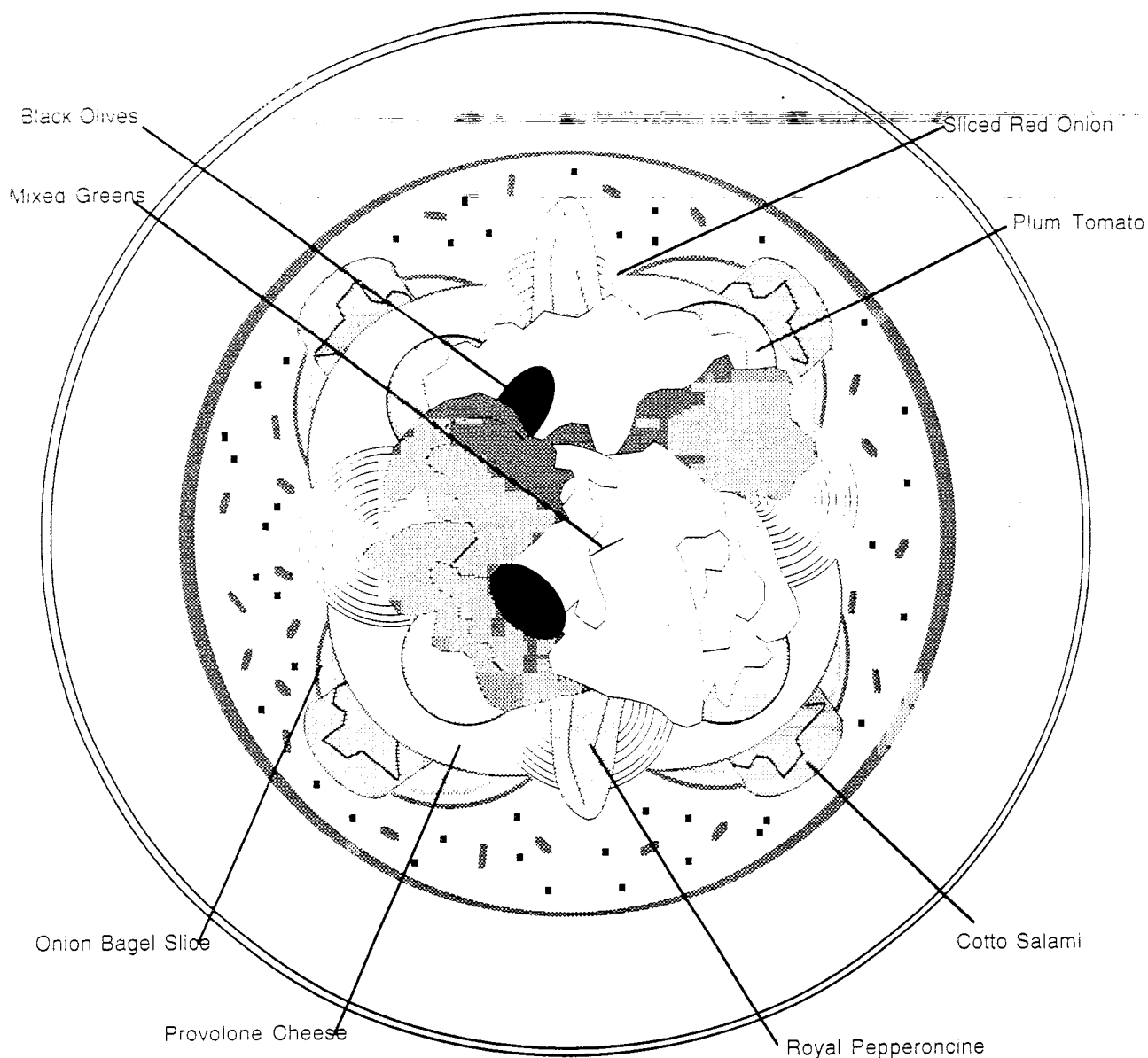
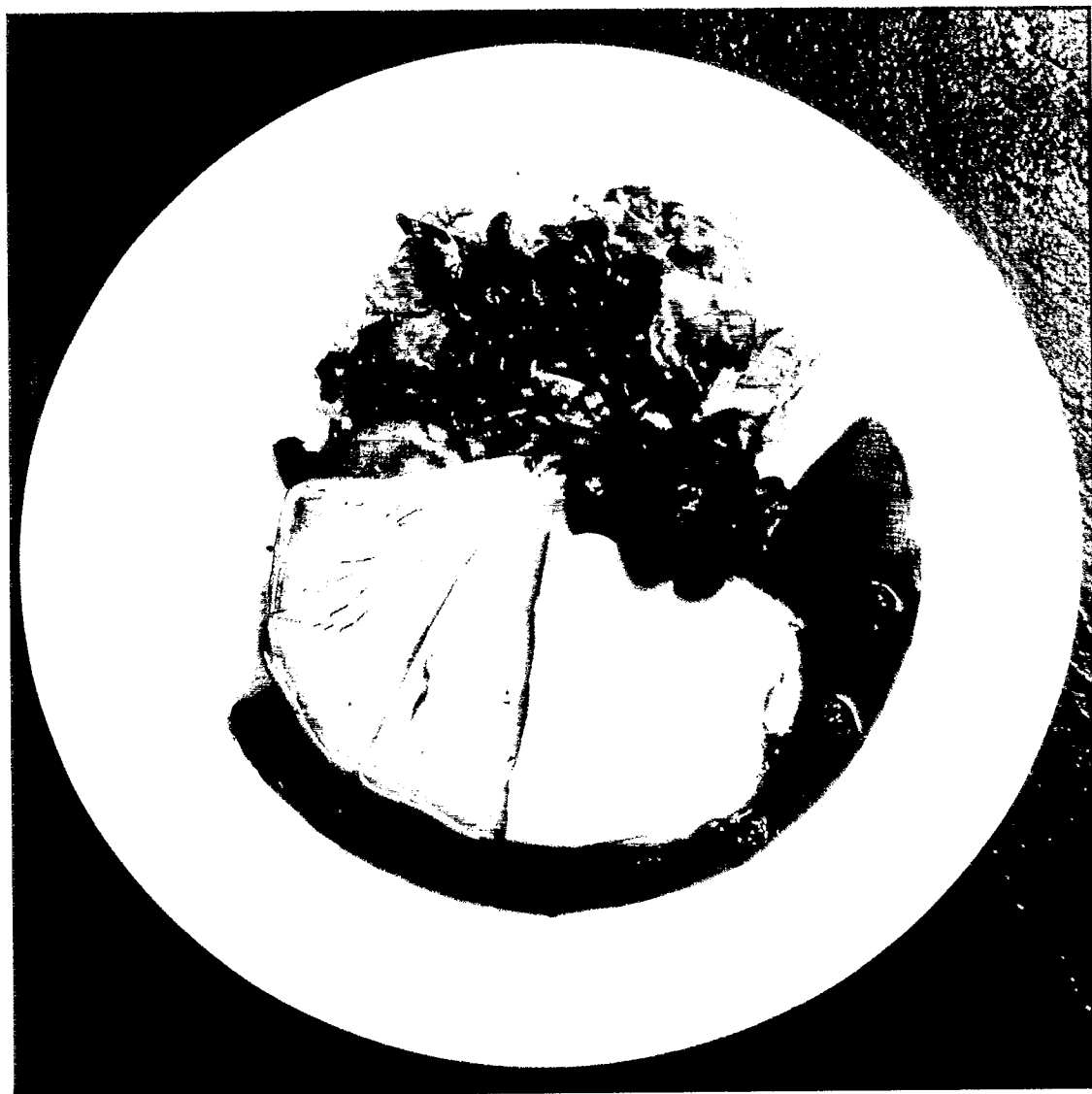


Plate Description:

- Bagel Slice:** Lender's onion bagel sliced horizontally in four segments
- Cotto Salami:** 4 slices totaling 3 ounces, each slice rolled up, placed on bagel
- Provolone Cheese:** 4 slices Luzzati cheese, totaling 2 ounces, left flat, placed on top of salami
- Red Onion:** 4 slices, approximately 1/8" thick, placed on top of cheese
- Plum Tomato:** 4 slices, approximately 1/8" thick, placed on top of cheese
- Pepperoncine:** 1 each Royal Pepperoncini, split, arranged on top of onions
- Mixed Greens:** Cleaned, tossed in Kraft golden italian dressing, arranged on top
- Olives:** 2 each Royal black olives, scattered on top

2042043277



*Smoked Turkey Plate
with Mixed Greens, Cornbread
and Cranberry Sauce*

2042043278

*Smoked Turkey Plate with Mixed Greens,
Cornbread and Cranberry Sauce*

Ingredients & Method

Ingredients:

Yield: 1 plate

Mixed greens	3/4 oz.
Oscar Mayer regular layer bacon	3/4 oz.
Corn muffin (recipe to follow)	1 each
Oscar Mayer Hickory Smoked Turkey Breast	4 oz.
Cranberry sauce (recipe to follow)	2 oz.
Dried fruit compote (recipe to follow)	1/2 oz.

Method:

1. Cut muffin horizontally into thirds and fan on plate
2. Arrange sliced turkey on top of muffin.
3. Place seasoned mixed greens, bacon bits and dried fruit compote as depicted in picture.
4. Add cranberry sauce and garnish with dried cranberries.

2042043279

Cornbread

Ingredients and Method

Ingredients:

Yield: 2 dozen

Oscar Mayer Breakfast Sausage	1#
Sugar	1#
Salt	2 Tbsp.
Eggs	4 each
Milk	2 cup
Orange extract	1 Tbsp.
All-Purpose flour	18 oz.
Yellow cornmeal	8 oz.
Calumet baking powder	1 1/2 oz.
Oil	10 oz.

Method:

1. Mix together eggs, sugar, orange extract and milk.
2. Mix together separately, flour, cornmeal, salt and baking powder.
3. Incorporate wet ingredients into flour mixture 1/3 at a time, mixing well.
4. Fold in breakfast sausage.
5. Add oil and mix well.
6. Grease muffin tins or molds.
7. Fill tins or molds 2/3 full.
8. Bake at 375 degrees F for 12-15 minutes or until skewer inserted comes out clean.

Note: For breakfast sausage if pre cooked slice and add, if not pre cooked cook, slice and chill.

2042043280

Cranberry Sauce

Ingredients & Method

Ingredients:**Yield: 24 servings**

Cranberries	2 #
Lemon, juice	1 each
Sugar	1 #
Grenadine syrup	2 Tbsp.
Kraft Cranberry Juice Cocktail	2 cup

Method:

1. Place cranberries in a saucepot with lemon juice, grenadine and sugar.
2. Cover with water and bring to a boil. Cook until cranberries are soft (approximately 20 minutes).
3. Strain and remove seeds and chill.
4. The amount of sugar may be increased if a sweeter end product is desired.

Dried Fruit Compote

Ingredients & Method

Ingredients:**Yield: 24 portions**

Dried cherries	1 cup
Dried cranberries	1 cup
Dried apricots	1 cup
Dried raisins	1 cup
Sugar	2 cups
Sherry vinegar	1 cup
Orange juice and zest	1 each
Fresh brewed tea (one tea bag, one cup water)	1 cup

Method:

1. Combine all ingredients, bring to a boil.
2. Simmer for 15 minutes.

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Smoked Turkey with Mixed Greens, Cornbread and Cranberry Sauce

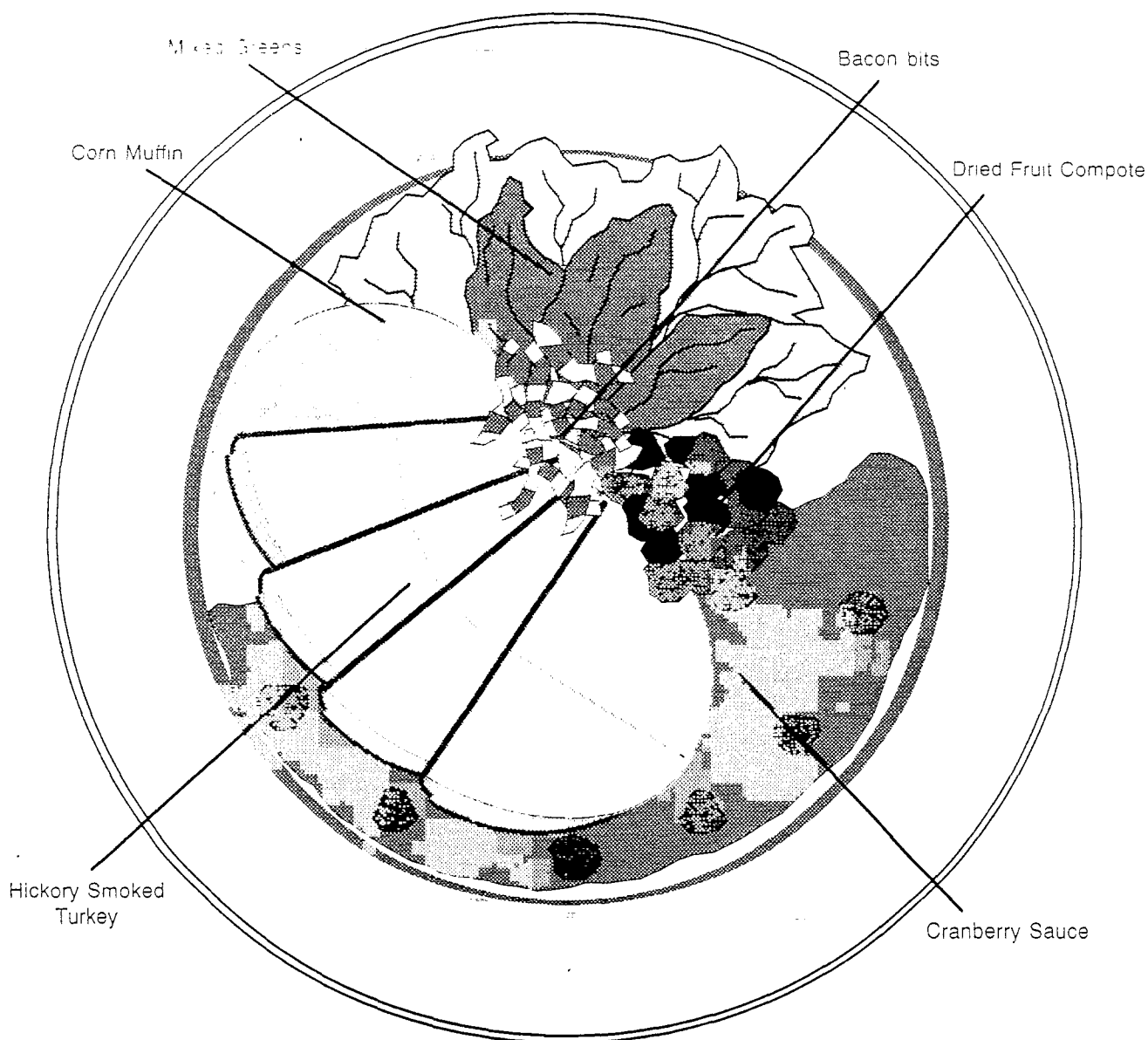


Plate Description:

Corn Muffin:	According to recipe, sliced into thirds, arranged in a fan on plate
Smoked Turkey Breast:	4 ounces, sliced Oscar Mayer Hickory Smoked Turkey Breast, folded, arranged in a fan on top of the corn muffins
Cranberry Sauce:	Pooled on bottom of plate, whole cranberries arranged in sauce for garnish
Mixed Greens:	Cleaned, dipped in vinaigrette dressing, arranged on plate
Dried Fruit Compote:	Arranged on plate
Bacon Bits:	Crisp julienne of Oscar Mayer Regular Layer Bacon, arranged next to compote

2042043283



*Fruit, Cheese, and
Cold Cut Plate with
Waldorf Salad and
French Croutons*

2042043284

Fruit, Cheese, and Cold Cut Plate
with Waldorf Salad and French Croutons
Ingredients & Method

Ingredients:

Yield: 1 plate

Oscar Mayer hickory smoked turkey breast	3/4 oz.
Jubilee ham	3/4 oz.
Oscar Mayer top round	3/4 oz.
Mohawk sharp cheddar	1/2 oz.
Kraft brie	2 oz.
Polly-O fresh mozzarella	1 1/2 oz.
Mint honey vinaigrette (recipe to follow)	
Poach pear (recipe to follow)	
Mache	1/2 oz.
Kraft pourable bleu cheese dressing	1 tsp.
Waldorf salad (recipe to follow)	
French bread croutons 5 each	
Grapes	2 oz.

Method:

1. Place mache flavored with Kraft bleu cheese dressing on plate as in picture.
2. Arrange toasted croutons on plate followed with sliced meats, Brie cheese, seasoned mozzarella cheese, grapes and poached pear.
3. Arrange Waldorf salad in center of plate.
4. Add cheddar cheese.

2042043285

Mint Honey Vinaigrette

Ingredients & Method

Ingredients:

Yield: 1 qt.

Honey	2 Tbsp.
Mint, fresh	1 bunch
Apple cider vinegar	1 cup
Salad oil	3 cups

Method:

1. Add honey and chopped mint to vinegar.
2. Slowly add oil to seasoned vinegar while beating with a wire whisk.
3. Coat sliced Polly-O fresh mozzarella with mixture.

Waldorf Salad

Ingredients & Method

Ingredients:

Yield: 24 servings

Apples	2#
Celeriac, blanched	8 oz.
Walnuts, toasted	2 oz.
Kraft Mayonnaise	1/2 cup
Sour cream or whipped cream	1/2 cup
Lemon, juice	2 each
Salt	2/3 tsp.

Method:

1. Dice apples, celeriac and walnuts.
2. Combine mayonnaise, sour cream or whipped cream.
3. Add lemon juice.
4. Blend all ingredients together.

2042043286

Poached Pears

Ingredients & Method

Ingredients:

Yield: 24 servings

Port wine	1/2 qt.
Water	1/2 qt.
Sugar	4-6 oz.
Cinnamon stick	2 sticks
Cloves	2 each
Orange zest	1 piece
Pears	6 each

Method:

1. Combine the wine, water, sugar, cinnamon, clove and orange zest in a small rondeau and bring to a simmer.
2. Add the pears and return the mixture to a simmer. The pears should be completely submerged in the poaching liquid. If not, add more water to cover, continue to simmer the fruit gently for 10 to 12 minutes.
3. Remove the pears from the poaching liquid, peel them, cut into quarters.
4. Store in poaching liquid.

2042043287

Fruit, Cheese and Cold Cut Plate with Waldorf Salad and French Croutons

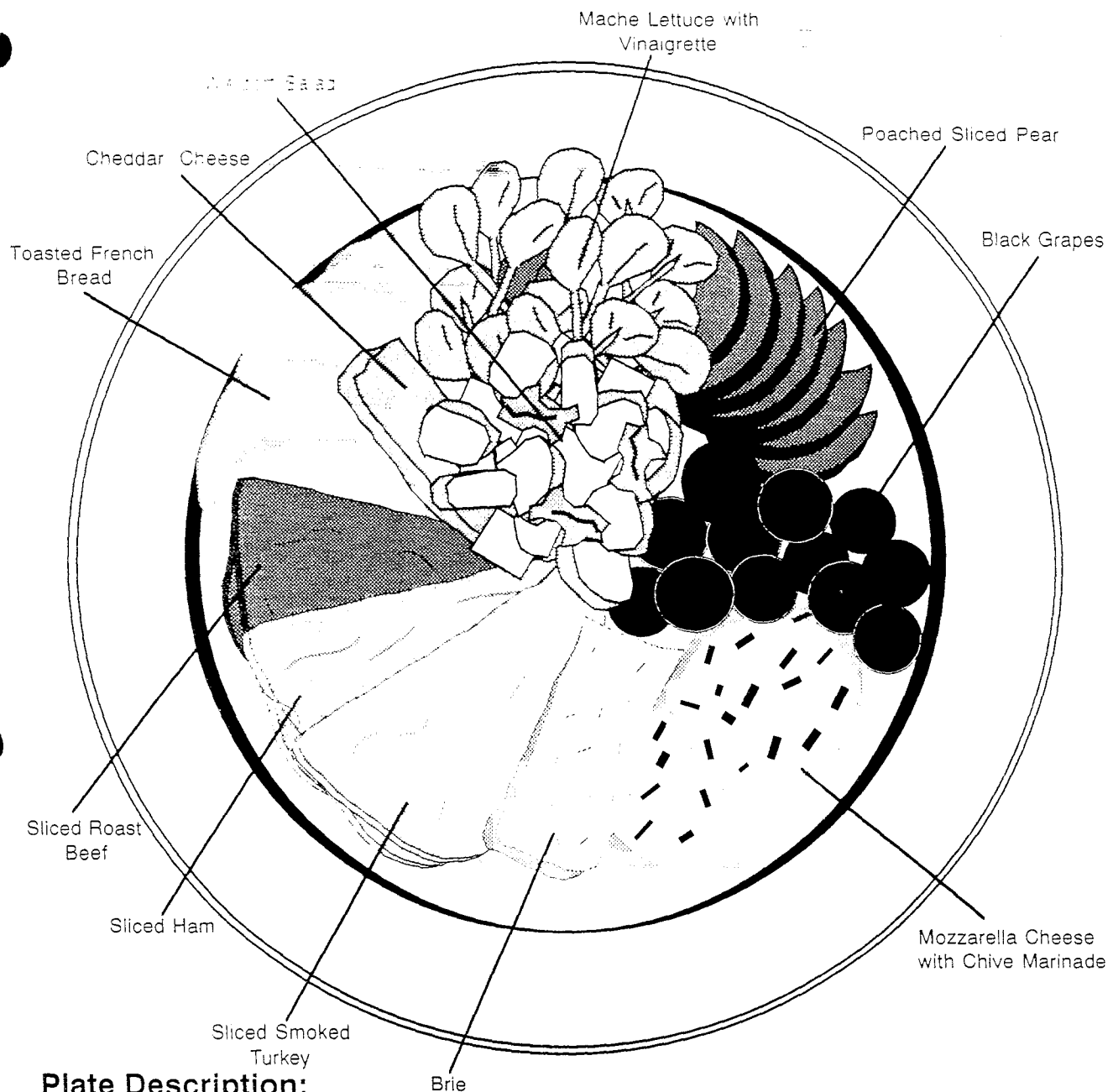
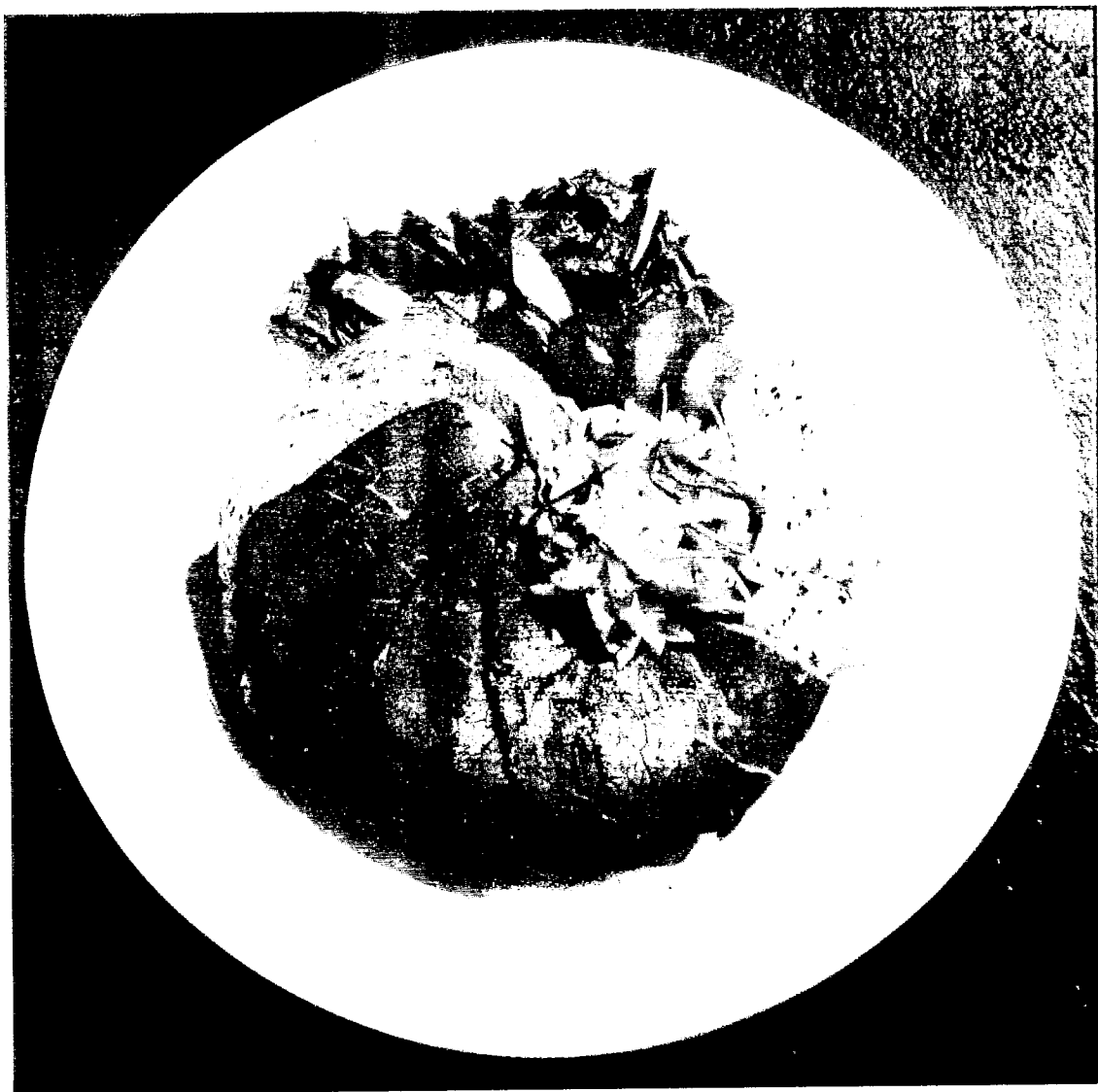


Plate Description:

- Mache Lettuce:** Lettuce is cleaned, tough ends removed, dipped in vinaigrette flavored with Kraft bleu cheese dressing and plated
- Poached Sliced Pear:** One-half pear poached in red wine and spices, chilled, sliced
- Black Grapes:** Small bunch, washed and plated
- Cheese:** Two slices fresh mozzarella, marinated in chive vinaigrette
- Brie and Cheddar Cheese:** 1 slice each of Mohawk sharp cheddar and Kraft brie, approx. 2-1/2 oz. each
- Toasted French Bread:** 4 slices, toasted until golden brown
- Sliced Meats:** 1 slice of each, Oscar Mayer meats, Jubilee ham, folded in half, arranged on plate overlapping each other

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2042043289



*Roast Beef Plate
with Mixed Greens,
European Potato Salad
and Slaw*

2042043290

*Roast Beef Plate with Mixed Greens,
European Potato Salad and Slaw*

Ingredients & Methods

Ingredients:

Yield: 1 plate

Oscar Mayer select top round	3 1/2 oz
Potato salad (recipe to follow)	1 1/2 oz.
Cole slaw (recipe to follow)	2 oz.
Prestige sweet cherry peppers	1 each
Prestige gherkins	2 each
Prestige sweet pickles	2 each
Mixed greens	3/4 oz.
Kraft Russian dressing	1 oz.
Kraft Thousand Island dressing	2 oz.
Rye bread, cut diagonally in half	2 slices

Method:

1. Toss mixed greens in 1 oz. Russian dressing.
2. Arrange seasoned mixed greens on plate.
3. Fan sliced rye bread.
4. Arrange slices of roast beef on top of bread.
5. Add cole slaw, potato salad and pickles as shown in picture.

2042043291

European Potato Salad

Ingredients & Method

Ingredients:

Yield: 24 portions

Potatoes, cooked, peeled and sliced	3#
Onions, fine diced	5 oz.
Red vinegar	3 oz.
Beef broth	8 oz.
Prepared mustard	to taste
Salt and pepper	to taste
Sugar	to taste
Vegetable oil	to taste
Parsley and chives, chopped	1 Tbsp.

Method:

1. Combine the onions, vinegar and broth, bring the mixture to a boil, add mustard, salt, pepper, sugar, keep hot, add oil and immediately pour the dressing over the potatoes.
2. Sprinkle the potato salad with parsley and chives and serve at room temperature.

2042043292

Cole Slaw

Ingredients & Method

Ingredients:

**Yield: Approximately 24
servings**

Green cabbage, sliced very thin	1 head
Red cabbage, sliced very thin	1/4 head
Carrots, shredded	1/4 #
Green bell peppers, small dice	1 each
Celery, small dice	1 ribs
Kraft cole slaw dressing	1 cups

Method:

1. Add vegetable ingredients to dressing and mix well.

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Roast Beef with Mixed Greens, European Salad and Slaw

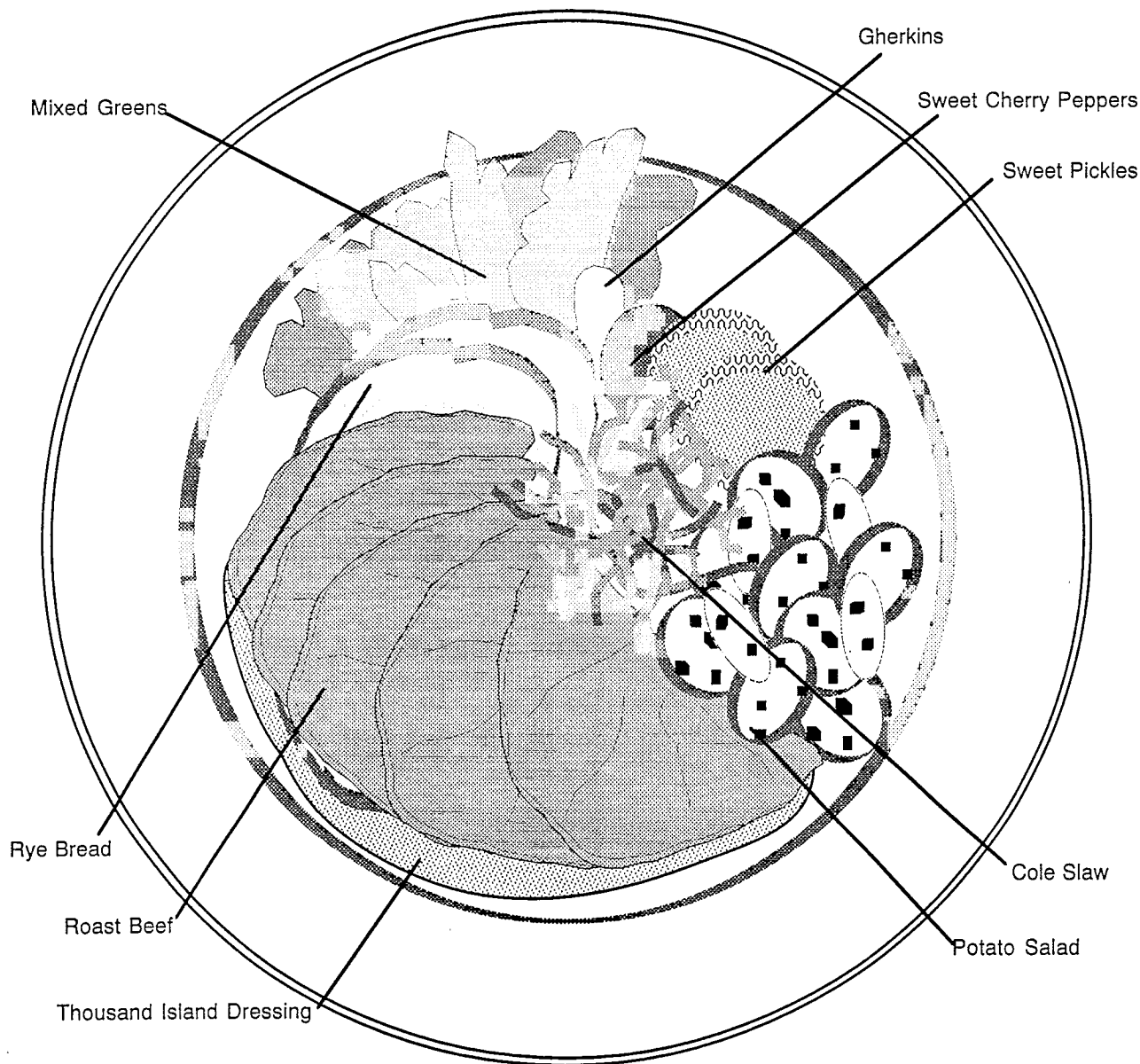
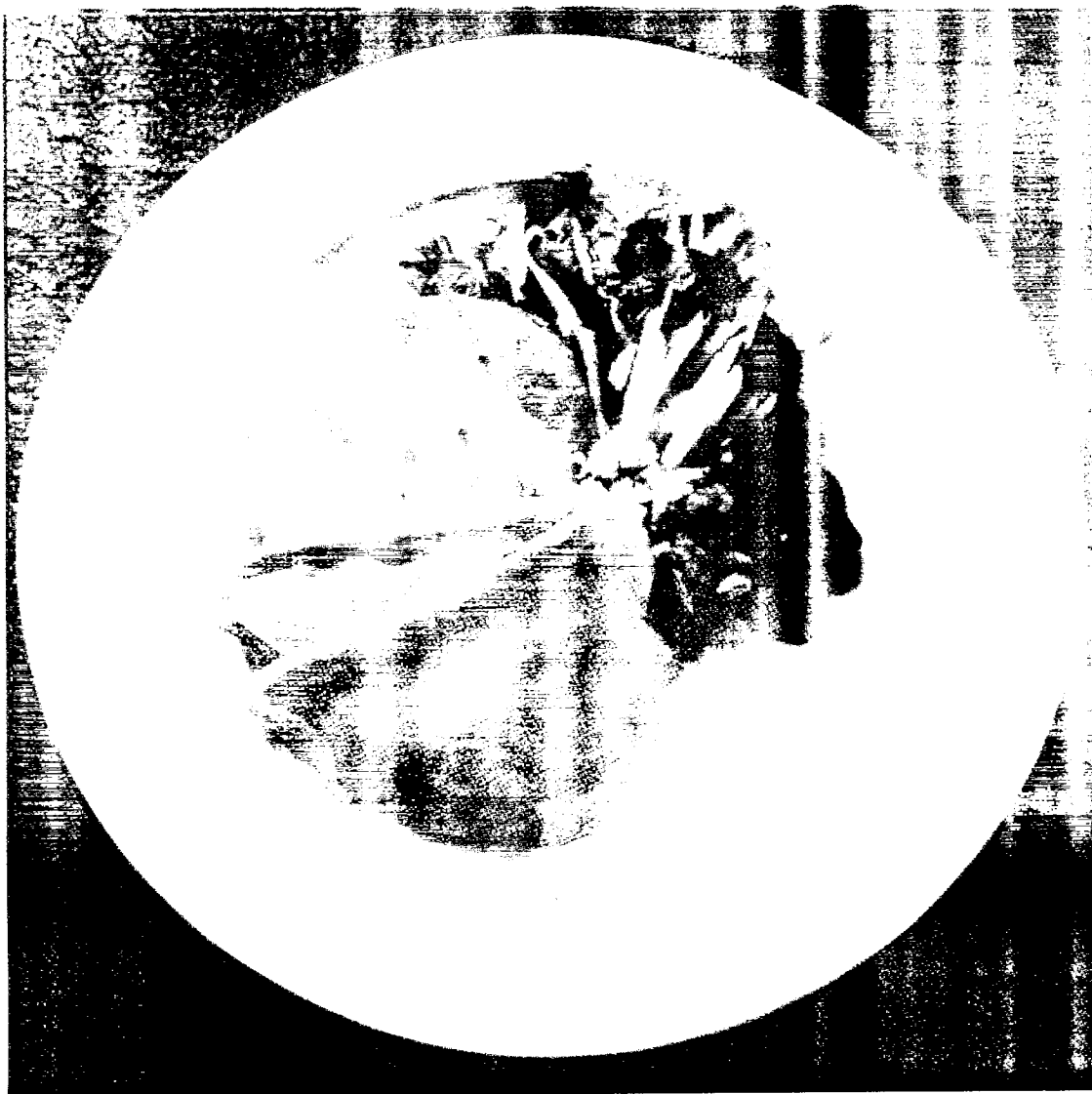


Plate Description:

Rye Bread:	Cut diagonally in half, fanned on plate
Thousand Island Dressing:	Kraft dressing pooled on bottom of plate
Roast Beef:	Oscar Mayer select top round, arranged on top of rye bread
Cole Slaw:	According to enclosed recipe, arranged in center of plate
Potato Salad:	According to enclosed recipe, arranged next to cole slaw
Mixed Greens:	Cleaned, tossed in Kraft Russian Dressing, arranged on plate
Sweet Cherry Pepper:	Prestige brand, arranged next to tossed salad
Gherkins:	Prestige brand, arranged next to cherry pepper
Sweet Pickles:	Prestige brand, slices, arranged next to gherkins

2042043294

2042043295



*Ham and Swiss on a
Larger round Platter
with Mixed Greens,
Walnuts and Bleu Cheese*

*Ham and Swiss on a Pumpernickel-
Raisin Bagel with Mixed Greens,
Walnuts and Bleu Cheese*

Ingredients & Method

Ingredients:

Yield: 1 plate

Jubilee buffet ham	3 1/2 oz.
Red seedless grapes	5 each
Kraft Swiss sandwich cuts	1 oz.
Kraft bleu cheese wheel	1/4 oz.
Walnuts	1/8 oz.
Mixed greens	3/4 oz.
Pear, fresh, julienne	1/4 pear
Kraft Rancher's Choice Dressing	1 oz.
Lender's pumpernickel-raisin bagel	1 ea.

Method:

1. Place mixed greens on plate.
2. Slice bagel horizontally in four slices and toast the slices.
3. Arrange toasted bagel slices in a circular fashion on plate cut side down.
4. Alternately arrange slice of ham and cheese over top of the bagel slices.
5. Add julienne of fresh pear, crumbled bleu cheese, red grapes, walnuts and arrange on plate as in picture.
6. Add Kraft Rancher's Choice Dressing.

2042043297

Ham and Swiss on a Pumpernickel-Raisin Bagel with Mixed Greens, Walnuts and Bleu Cheese

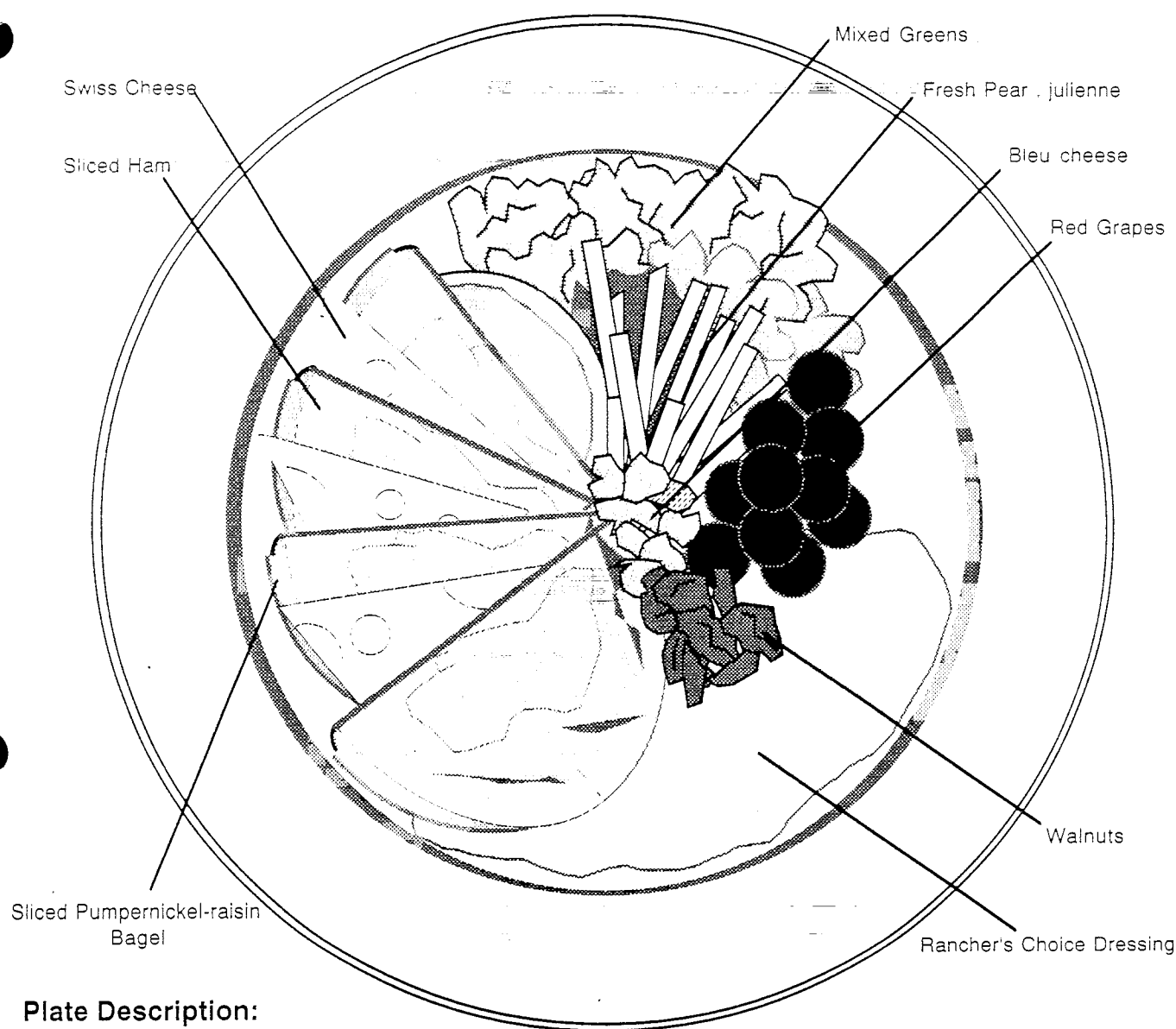
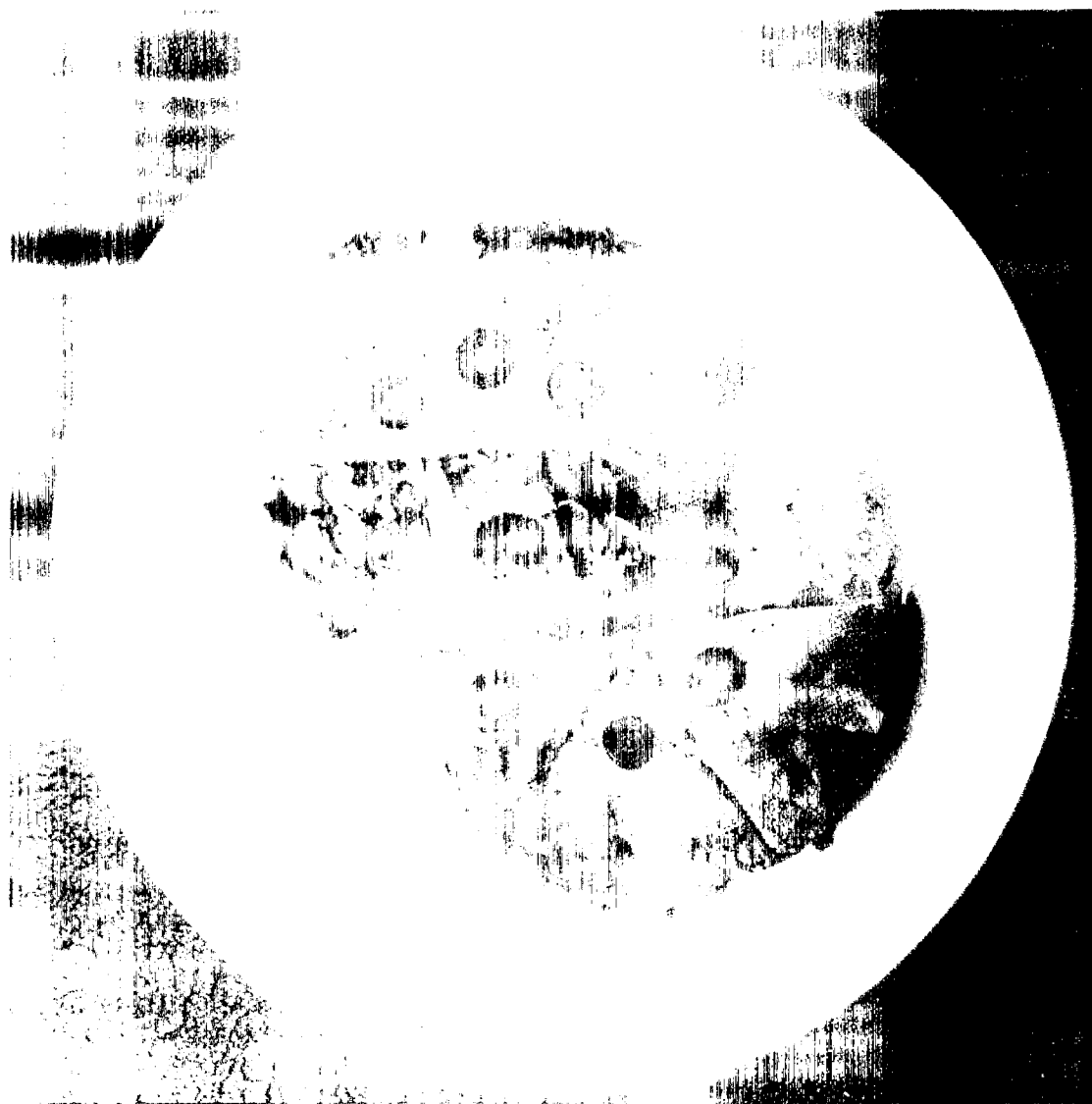


Plate Description:

Pumpernickel-raisin Bagel:	Lender's Bagel sliced horizontally in four slices, toasted, arranged in circular fan, cut side down
Ham:	Alternated with Kraft SwissSandwic- Cut cheese, 1 ounce
Swiss Cheese:	Alternated with Jubilee Buffet Sliced Ham, 3-1/2 ounce
Rancher's Choice Dressing:	Kraft dressing pooled on bottom of plate
Mixed Greens:	Cleaned, arranged on plate
Pear Julienne:	Fresh pear, cut julienne, arranged on top of greens
Red Grapes:	A small cluster, arranged next to pear
Bleu Cheese:	Kraft Bleu Cheese, arranged in a small pile in the center of the plate
Walnuts:	Arranged next to cheese

2042043299



Mexican Pizza (1)

Tomato Sauce

Shredded Cheese

Mexican Pizza with Smoked Turkey and Cobb Salad

Ingredients & Method

Ingredients:

Yield: 1 plate

Boboli 6"	1 each
Salsa (recipe to follow)	4 oz.
Oscar Mayer Smoked Turkey, julienne	3 oz.
Kraft cheddar cheese, shredded	1 1/2 oz.
Kraft Monterey Jack cheese, shredded	1 1/2 oz.
Royal black olives, sliced	2 each
Cobb salad (recipe to follow)	

Method:

1. Thaw boboli according to manufacturer's directions.
2. Prepare salsa.
3. Arrange salsa, julienne of turkey, shredded cheese and olives on top of boboli.
4. Bake until crusts are crisp in preheated 450 degree oven for 7-10 minutes.
5. Arrange separate ingredients for Cobb Salad as shown in picture.

2042043301

Salsa Cruda

Ingredients & Method

Ingredients:

Yield: 24 portions

Tomato, concassed	12 each
Scallions, sliced	12 each
Garlic, minced	3 each
Cilantro, chopped	15 sprigs
Chili peppers, roasted, peeled, deseeded and chopped	12 each
Vinegar	3 Tbsp.
Honey	3 Tbsp.

Method:

1. Combine all ingredients and let macerate for one hour.
2. Season with salt.

Gobb Salad

Ingredients & Method

Ingredients:

Yield: 1 portion

Avocado, diced	1/2 oz.
Kraft Bleu cheese, crumbled	1/2 oz.
Oscar Mayer bacon, cooked and chopped	1/4 oz.
Lettuce, shredded	3/4 oz.
Breakstone or Sealtest sour cream	1/4 oz.
Tomato, diced	1/4 oz.
Egg white, hard cooked	1/5 oz.
Egg yolk, hard cooked	1/5 oz.

Method:

1. Separately arrange ingredients on plate as shown in picture.

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Mexican Pizza with Smoked Turkey and Cobb Salad

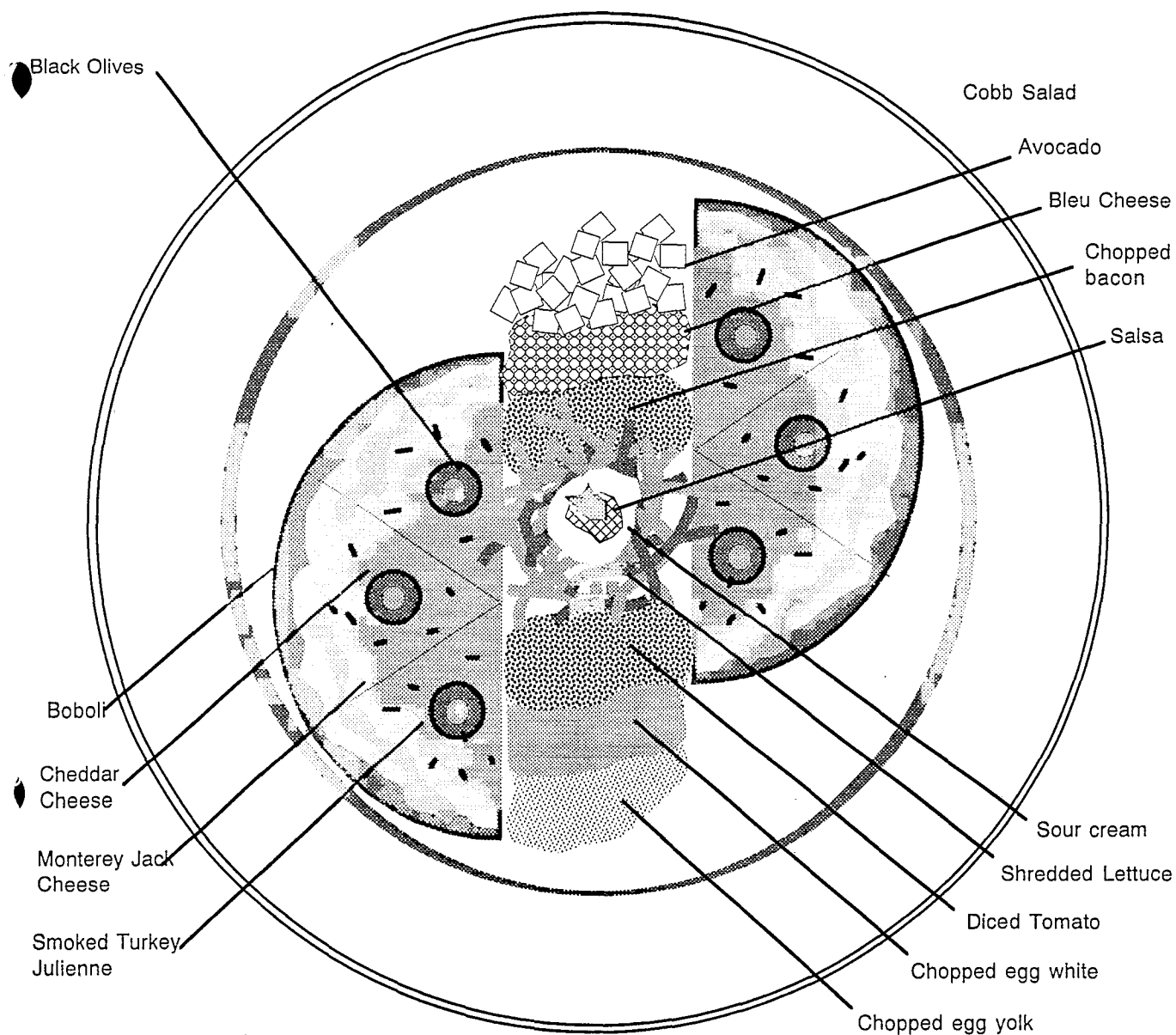
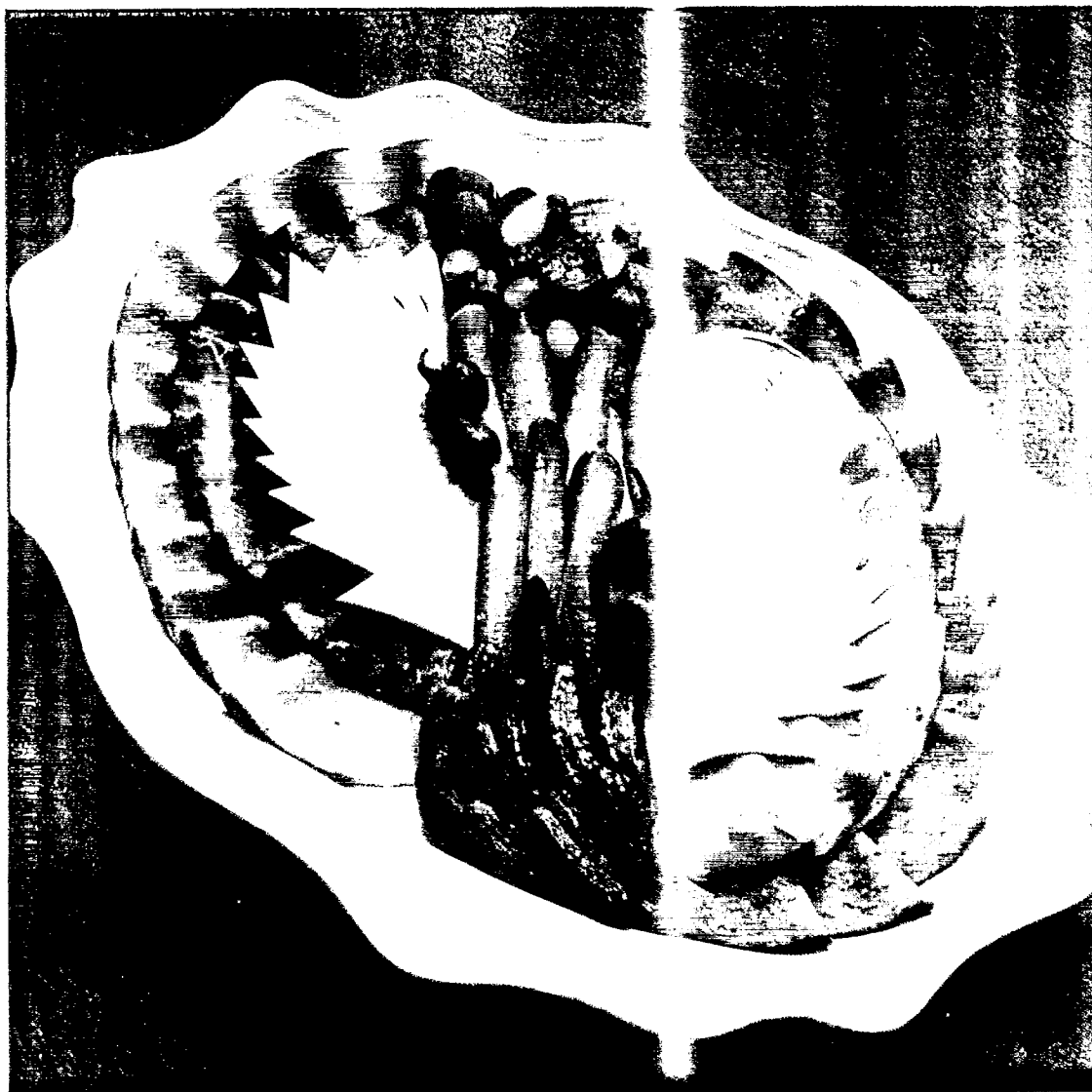


Plate Description:

Boboli: (Mexican Pizza)	Boboli with julienned Oscar Mayer Smoked Turkey breast sprinkled on top, grated Kraft Monterey Jack and Cheddar cheese sprinkled over turkey, baked according to recipe
Salsa Cru:	Prepared according to recipe, small dollop placed on top of sour cream
Cobb Salad:	Prepared according to recipe, arranged as follows
Avocado:	Diced, arranged between pizza
Kraft Bleu Cheese:	Crumbled, arranged below pizza
Bacon:	Cooked , chopped, arranged below pizza
Lettuce:	Shredded, placed below bacon in the center of the plate
Sour Cream:	Dollop placed on top of chopped lettuce
Tomato:	Chopped, arranged below lettuce
Egg Yolk:	Chopped, arranged below tomato
Egg White:	Chopped, arranged below egg yolk
Black Olives:	2 Royal black olives, sliced, arranged on top of Boboli

2042043305



*Gold Cut and
Cheese Pie
for the*

2042043306

Gold Buffet

Ingredients: Yield: 12 people

Note: Industry standards for cold cut portions are generally based on one-quarter (1/4) pound of each meat item per person

Oscar Mayer Select Top Round Roast beef	18 slices at 1/2 oz. per slice to total 9 oz.
Oscar Mayer Buffet Jubilee Ham	12 slices at 2/3 oz. per slice to total 8 oz.
Oscar Mayer Hickory Smoked Turkey	12 slices at 2/3 oz. per slice Breast to total 8 oz.
Oscar Mayer Cotto Salami	12 slices at 2/3 oz. per slice to total 8 oz.
Kraft Super Cured/Sliced	12 each 1/2 slices at 1/3 oz. American Cheese per slice to total 4 oz.
Kraft Sandwich-Cut Swiss Cheese	12 each 1/2 slices at 1/3 oz per slice to total 4 oz.

All meat slices are folded in half.
All cheese slices are cut in half.

Garnish :

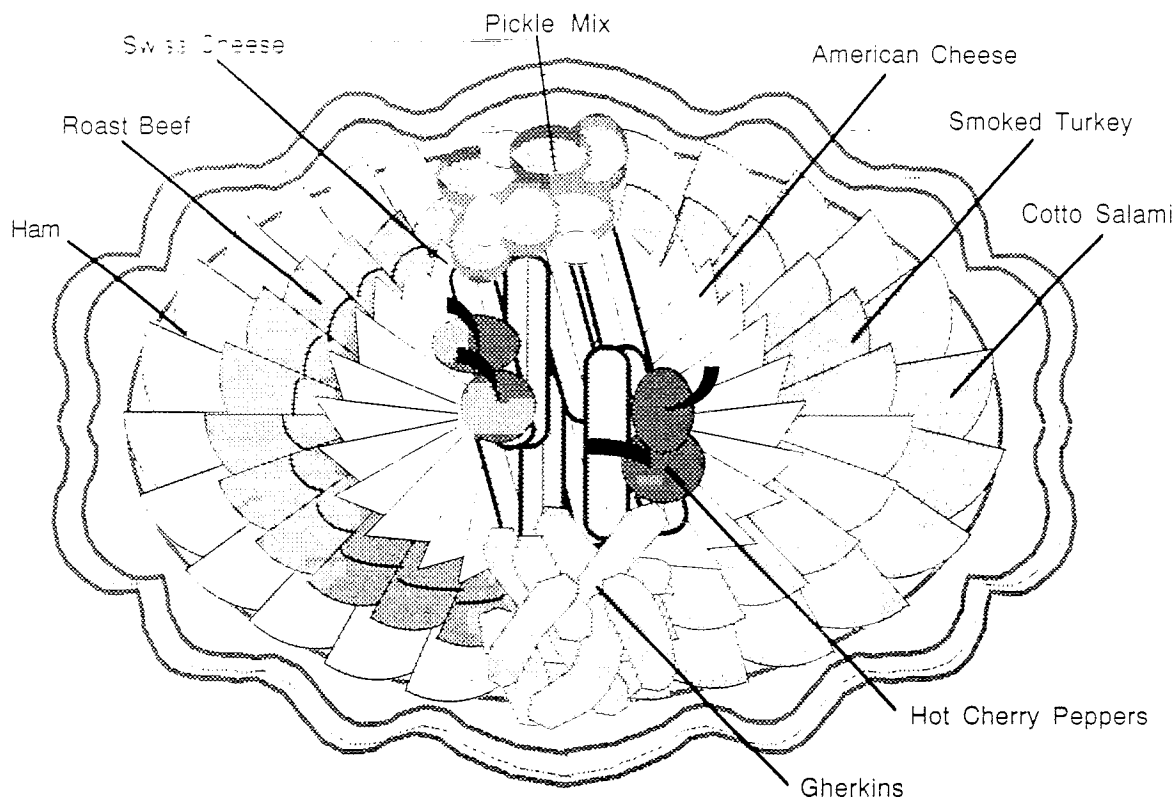
Prestige Hot Cherry Peppers
Prestige Sweet Gherkins
Prestige Kosher Spears
Prestige Sweet Pickle Mix
Royal Pepperoncini

Note: For Silver Tray Presentation:

Coat trays with **Jello-Brand unflavored gelatin** - follow manufacturer's directions.

2042043307

Cold Cut and Cheese Platter for 12



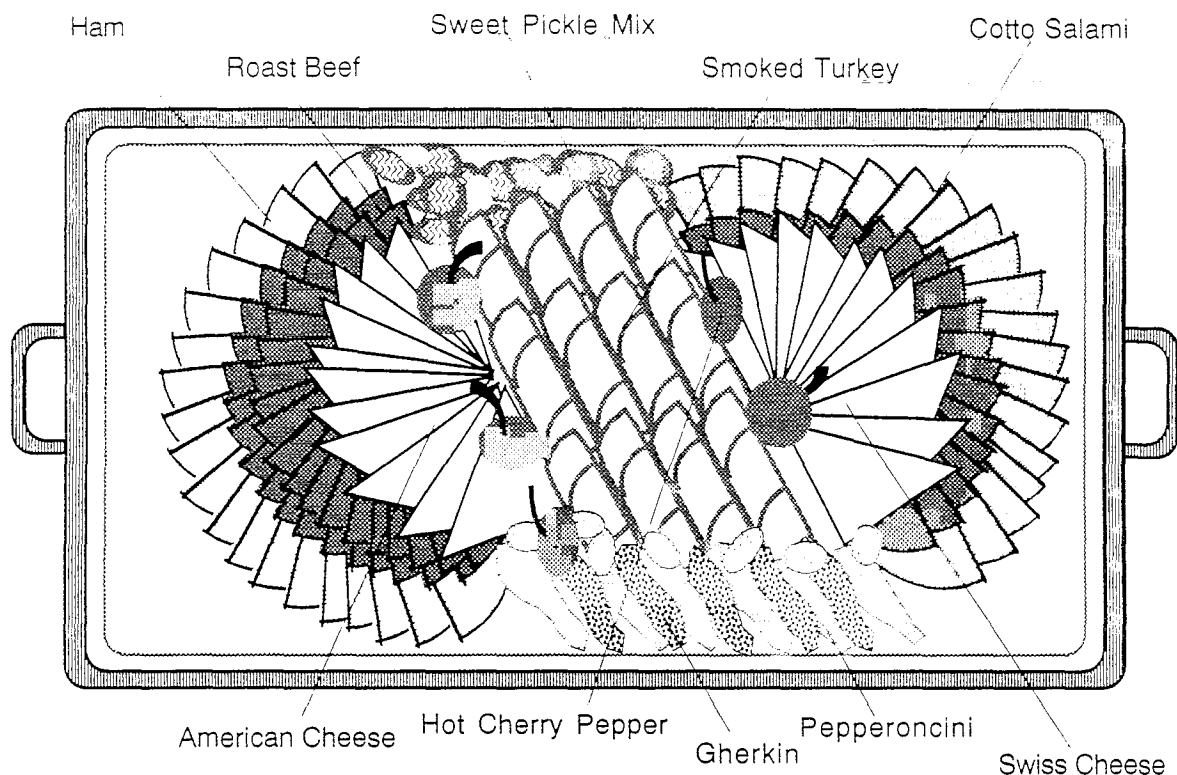
Platter Description

Meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef:	18 Slices at 1/2 oz. per slice to total 9 oz., fanned on platter
Oscar Mayer Buffet Jubilee Ham:	12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter
Oscar Mayer Hickory Smoked Turkey Breast:	12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter
Oscar Mayer Cotto Salami:	12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter
Kraft Super-Cured American Cheese:	12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter
Kraft Sandwich-Cut Swiss Cheese:	12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter
Garnish:	Garnish is arranged on platter as illustrated above
Prestige Hot Cherry Peppers	
Prestige Sweet Gherkins	
Prestige Kosher Spears	
Prestige Sweet Pickle Mix	

2042043308

Cold Cut and Cheese Platter for 12



Platter Description

Meat slices are folded in half or rolled and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef: 18 Slices at 1/2 oz. per slice to total 9 oz., fanned on platter

Oscar Mayer Buffet Jubilee Ham: 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter

Oscar Mayer Hickory Smoked Turkey Breast: 12 slices at 2/3 oz. per slice to total 8 oz., rolled and arranged on platter

Oscar Mayer Cotto Salami: 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter

Kraft Super-Cured American Cheese: 12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter

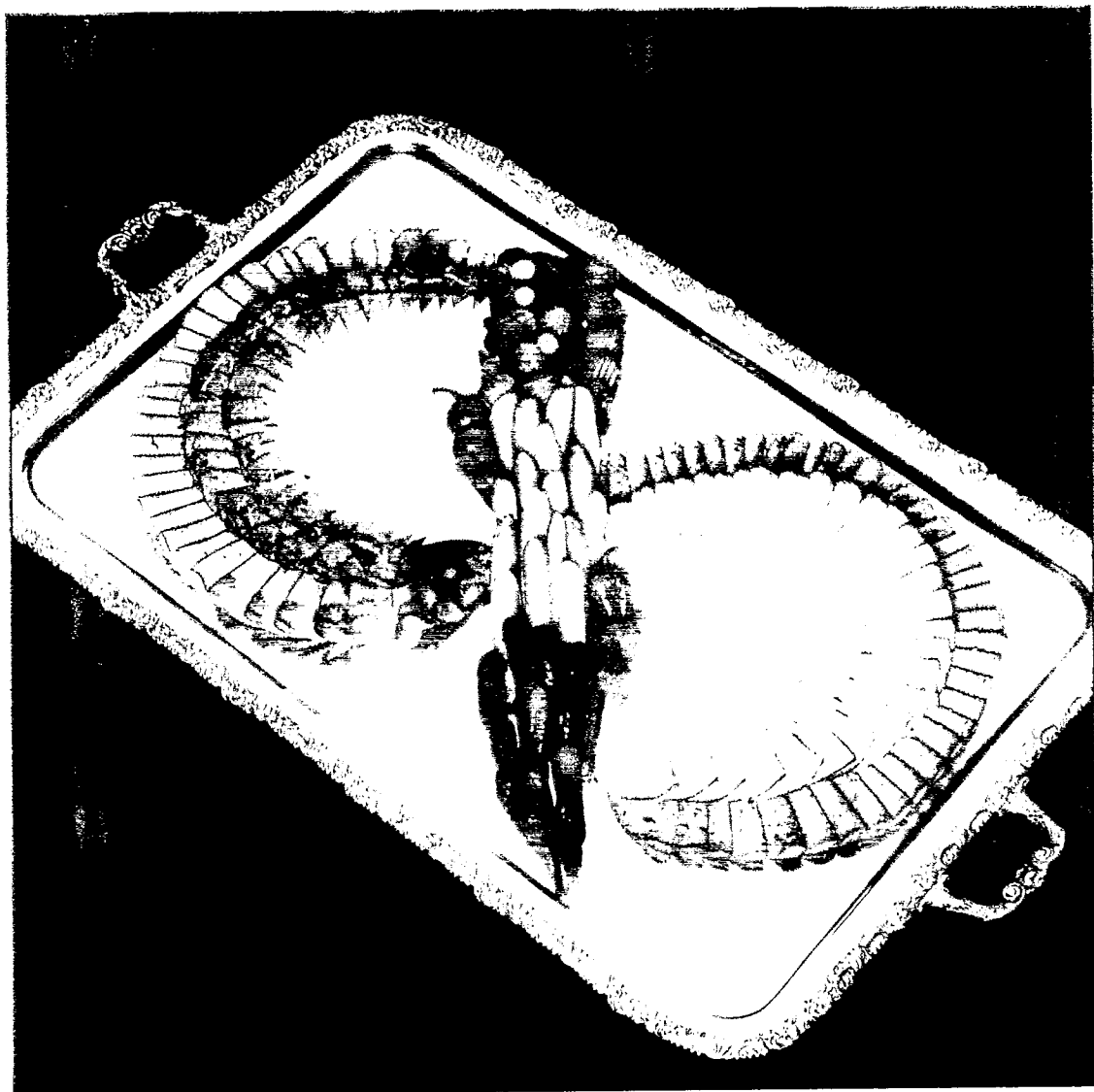
Kraft Sandwich-Cut Swiss Cheese: 12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter

Garnish: Garnish is arranged on platter as illustrated above
Prestige Hot Cherry Peppers
Prestige Sweet Gherkins
Prestige Sweet Pickle Mix

2042043309

2042043310

2042043311



*Sold Buffet Table
For Thirty Six Dollars*

2042043312

Cold Buffet

Ingredients

Ingredients:

Yield: 36 people

Note: Industry standards for cold cut portions are generally based on one-quarter
(1/4) pound of each meat item per person

Oscar Mayer Select Top Round

54 slices at 1/2 oz. per slice Roast beef
to total 27 oz.

Oscar Mayer Buffet Jubilee Ham

36 slices at 2/3 oz. per slice to total 24 oz.

Oscar Mayer Hickory Smoked Turkey

36 slices at 2/3 oz. per slice Breast to total 24 oz.

Oscar Mayer Cotto Salami

36 slices at 2/3 oz. per slice to total 24 oz.

Kraft Super Cured/Sliced

36 each 1/2 slices at 1/3 oz. American Cheese
per slice to total 12 oz.

Kraft Sandwich-Cut Swiss Cheese

36 each 1/2 slices at 1/3 oz. per slice to total 12 oz.

All meat slices are folded in half.

All cheese slices are cut in half

Garnish :

Prestige Hot Cherry Peppers

Prestige Sweet Gherkins

Prestige Kosher Spears

Prestige Sweet Pickle Mix

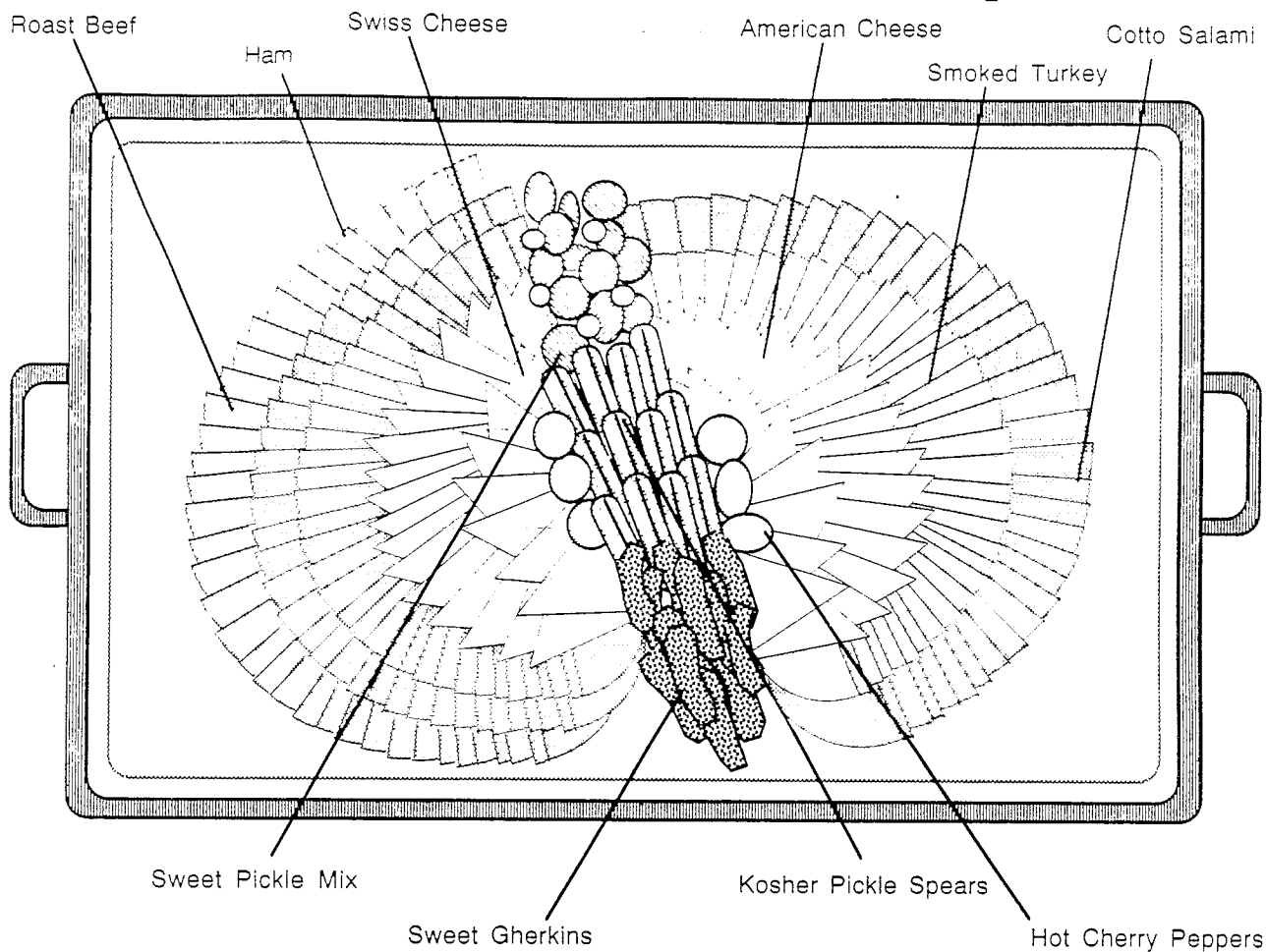
Royal Pepperoncini

Note: For Silver Tray Presentation:

Coat trays with **Jello-Brand unflavored gelatin** - follow manufacturer's directions.

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Cold Buffet Platter for 36 People



Platter Description:

All meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef: 54 Slices at 1/2 oz. per slice to total 27 oz., fanned on platter

Oscar Mayer Buffet Jubilee Ham: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Oscar Mayer Hickory Smoked Turkey Breast: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Oscar Mayer Cotto Salami: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Kraft Super-Cured American Cheese: 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter

Kraft Sandwich-Cut Swiss Cheese: 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter

Garnish: Garnish is arranged on platter as illustrated above

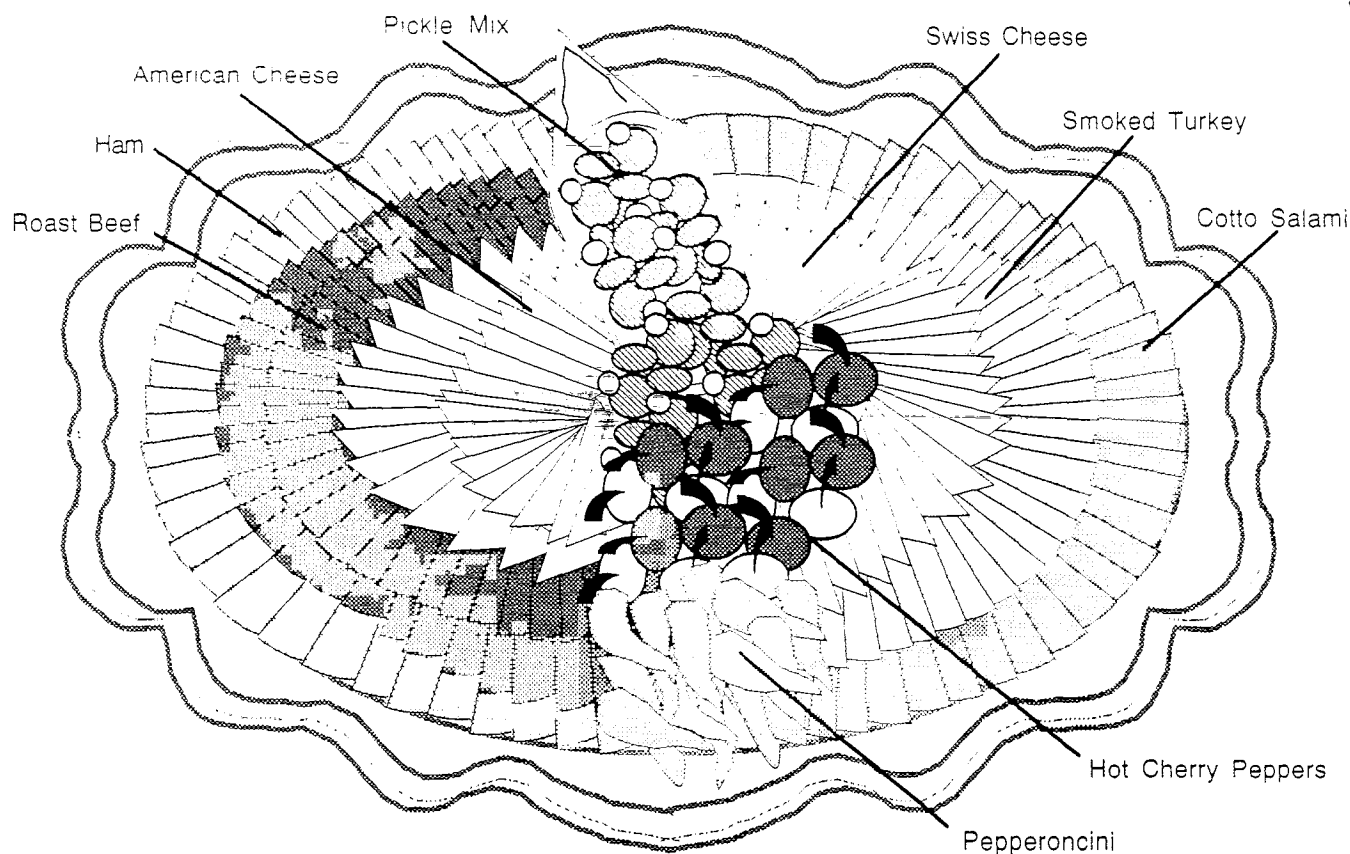
Prestige Hot Cherry Peppers

Prestige Sweet Gherkins

Prestige Kosher Spears

Prestige Sweet Pickle Mix

Cold Buffet Platter for 36 People



Platter Description

All meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef: 54 Slices at 1/2 oz. per slice to total 27 oz., fanned on platter

Oscar Mayer Buffet Jubilee Ham: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Oscar Mayer Hickory Smoked Turkey Breast: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Oscar Mayer Cotto Salami: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Kraft Super-Cured American Cheese: 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter

Kraft Sandwich-Cut Swiss Cheese: 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter

Garnish: Garnish is arranged on platter as illustrated above, with the pickle mix cascading out of an oval dish sitting on a napkin
Prestige Hot Cherry Peppers
Prestige Pepperoncini
Prestige Sweet Pickle Mix

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Light N' Lively

Seafest

Cool Whip

Eye

Bird's Eye

Cool Whip

Log Cabin

Bonbrunn's

Breakstone's

Post Cereals

Seafest

Breakstone's

Country Time

Log Cabin

Miracle Whip

Lender's

Breyer's

Miller Beer

Bird's Eye

Löwenbräu

Light N' Lively

Seafest

Cool Whip

Miller Beer

Miracle Whip

Pang

Bonbrunn's

Yubani

Chiccz Whiz

Lender's

Breyer's

Yubani

Breakstone's

Bird's Eye

Löwenbräu